- 4

AMERICAN BUILDER

HE WORLD'S GREATEST BUILDING PAPER

ILY 1954 75 CENTS

JUL 12 1954



LIBRARY

What's New in Trusses?

Industry team explores potential of building components

Lumber dealers impressed by Lu-Re-Co demonstration

How to turn National Home Week Lookers into Buyers

Blueprint House—
A small house that looks big

Make Homes *More Inviting with*

NUTONE

Kitchen Fans

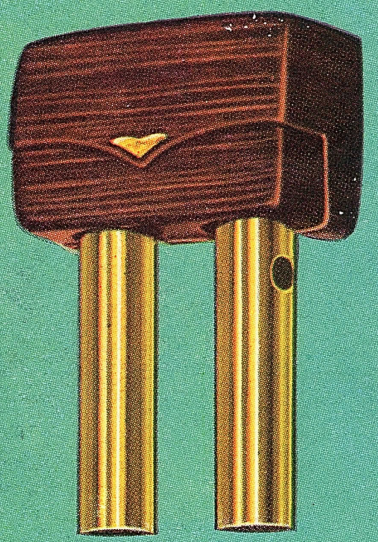
FRESH, CLEAN AIR IN THE KITCHEN



MOD
For C
and V

9 BASIC MODELS FOR WALL & CEILING
$24.25 to $39.75 List Prices

ODEL K-23
-Note Chime



17 SURFACE MOUNTED
& RECESSED MODELS
$4.95 to $89.95 List



Make Homes *More Cheerful wi*

NUTONE

Door Chimes

A "CHEERFUL EARFUL" AT THE DOOR

MODEL 903
Ceiling Heater
Plus Light



Make Homes *More Comfortable with*

NUTONE

Ceiling Heaters

A "TOASTY-WARM" BATHROOM

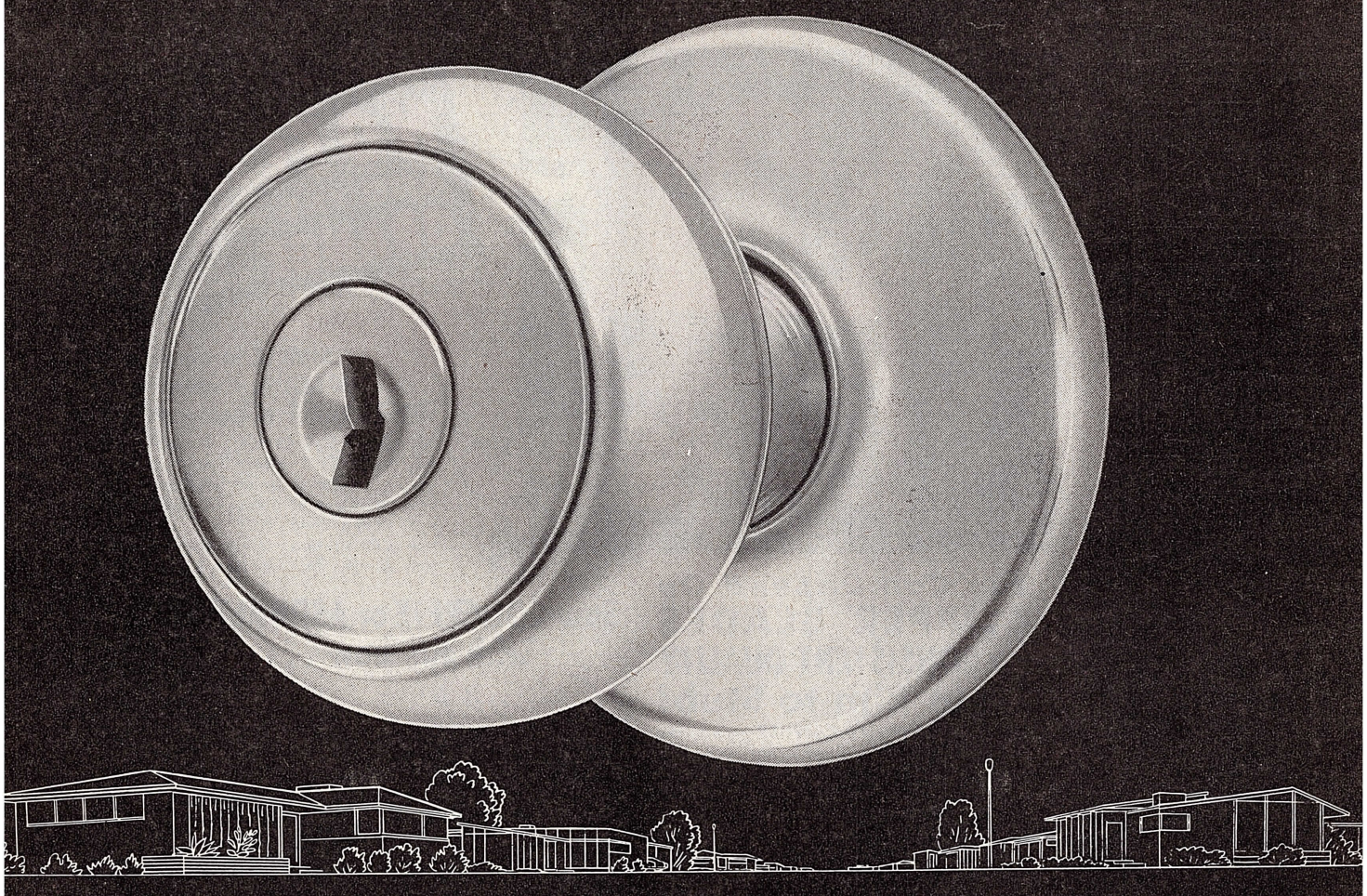


6 MODELS — CHOICE OF
"HEAT-A-LITE" or "RADIANT"
$29.95 to $67.95 List

e Catalogs — NUTONE, INC., Dept. AB-7, Cincinnati 27, Ohio

kwikset accents the modern trend with the

New Aluminum "400" Line



The KWIKSET "400" line, the world's leading lockset line, is now produced in versatile rust and stain proof aluminum.

It's yours...with famous KWIKSET low-cost, easy installation. It brings delightful new beauty to your best building efforts, puts eye appeal and name familiarity to work when it comes to selling your prospects.

Add to this the sleek styling and time-proven action that distinguish the 20,000,000 locksets placed in guaranteed service since 1946, and you have America's outstanding lockset value.

See the new aluminum "400" line today! It's a major development by one of the world's largest producers of high-quality, low-cost locksets.

UNCONDITIONALLY GUARANTEED.

kwikset LOCKSETS®

The Quality Lock For Quantity Building

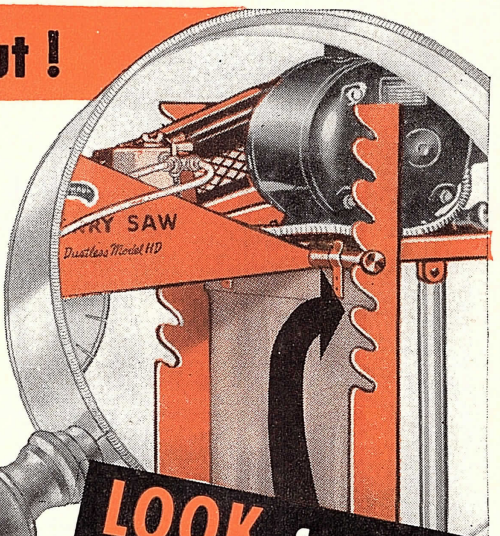
"400" LINE

KWIKSET SALES AND SERVICE COMPANY, ANAHEIM, CALIFORNIA

Your Profit Starts With the First Cut!

Clipper "SAILS RIGHT THRU"
SAWS & BLADES

. . . and
FREE TRIAL
Guarantees it!...

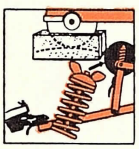


MADE BY THE ORIGINATORS!

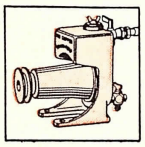
Clipper made the World's FIRST Masonry Saw nearly 20 years ago . . . still makes the World's FINEST Saws and Blades for every Masonry and Concrete cutting job.

LOOK for the NOTCHES AND THE BRIGHT ORANGE COLOR

OTHER PATENTED CLIPPER FEATURES



PRESSURE EQUALIZER
Cushions pressure, cutting hard or soft materials. Gives fast cuts and long blade life.

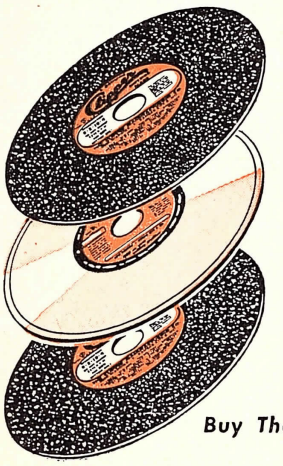


WET or DRY PUMP
Factory Sealed Pump changes Dry Cutting to Wet by turning a valve. Needs no maintenance—no belts to remove.



Clipper
SIMPLE in operation
RUGGED in construction
DEPENDABLE in performance

BE SURE — BUY CLIPPER! Patented "SELECT-A-NOTCH" gives instant, positive height adjustment for cutting Quarry Tile, Concrete Block or Stone. Clipper's exclusive deep-seating NOTCHES guarantee true Cutting Head alignment—for maximum blade life . . . increased production.



You Can Depend On
CLIPPER BLADES for CONSISTENT QUALITY From Rim to Stub!

SPECIFY GENUINE CLIPPER—and take the gamble out of Blade buying! Nearly 20 years of field and laboratory research PLUS rigid manufacturing controls is your assurance of Consistent Quality in every genuine Clipper Blade. A complete range of specifications for low cost, faster cuts in all types of Masonry Materials, Asphalt and Concrete.

Clipper "Wet" or "Dry" Abrasive Blades
Clipper Diamond Blades
Clipper Break-Resistant (CBR) Blades

Buy Them By The Case for Greater Savings!

Saw CONCRETE or ASPHALT with the new . . .

Clipper "SAILS RIGHT THRU"
CONSAWMATIC

25 H. P. SELF-PROPELLED

Exclusive 3-Point Suspension on rugged 4-wheel chassis — eliminates binding — reduces blade wear. Improved Screw Feed — for positive Depth Control. The new Clipper "ConSawMatic" with EVERY feature demanded of a saw — cuts more concrete at lowest cost per foot.



MODEL C-250
One of 6 models—Priced from $465

4 OUT OF 5 BUY CLIPPER

WRITE TODAY FOR FREE ILLUSTRATED LITERATURE

CLIPPER MANUFACTURING CO.
2808 S.E. WARWICK KANSAS CITY 8, MISSOURI

SAME-DAY SERVICE DIRECT FROM NATION-WIDE FACTORY BRANCHES

- PHILADELPHIA
- ST. LOUIS
- CLEVELAND
- DETROIT
- AUSTIN, TEX.
- CHICAGO
- LOS ANGELES
- NEW ORLEANS
- BOSTON
- HOUSTON
- MILWAUKEE
- ST. PAUL
- INDIANAPOLIS
- NEW YORK
- PITTSBURGH
- DENVER
- SAN FRANCISCO
- CINCINNATI
- ATLANTA
- WASHINGTON, D.C.
- BIRMINGHAM
- CHARLOTTE, N. C.
- DALLAS
- SEATTLE

FACTORIES IN ENGLAND AND FRANCE

FREE TRIAL
Your ONLY Guarantee of Complete Satisfaction—Actual on-the-job test!



No. 102

CONTENTS

AMERICAN BUILDER

JULY 1954

Vol. 76 No. 7

EDITORIAL

5 What is prefabrication?

TRENDS

7 Brisk building pace continues

ON AND OFF THE RECORD

60 A commentary on persons, places, problems and events

NEWS

11 Buildercast of regional trends, forecasts
13 News of note from your area
37 News from the national scene
39 Northup's column
40 Dickerman's column

WEATHER

19 A 30-day weather forecast for your area by Dr. Irving P. Krick

HOME DESIGNS

22 Four pages of houses and plans

NATIONAL HOME WEEK

66 How lumber dealers can win awards for taking part in National Home Week
92 How to turn National Home Week Lookers into Buyers

BLUEPRINT HOUSE in COLOR

68 A small house that looks big
71 An ⅛-inch scale blueprint
75 Materials list for blueprint house

CONSTRUCTION METHODS

50 What's new in trusses?
76 Industry team explores potential of building components
82 Lumber dealers display avid interest in Lu-Re-Co panel system

COMMERCIAL BUILDING

102 Planning a shopping center? Then study this award-winning neighborhood

IDEA of the MONTH

108 Dining table recesses under kitchen pass-through

DETAIL PLATES

112 An economical way to build two fireplaces

TECHNICAL GUIDE

116 Getting the most out of the portable electric saw

A BUILT-IN with PLUS VALUE

126 How to make enclosure for laundry tubs

ASK THE EXPERTS

128 Queries from readers on technical problems are analyzed by a board of experts

HOW-TO-DO-IT

136 Job shortcuts for man on-the-job

NEW PRODUCTS

145 New and improved products and equipment offered by manufacturers

CATALOGS

162 Review of literature offered by manufacturers

LEGAL

170 Local disputes can be direct burden on interstate trade
186 Advertising Index

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 79 W. Monroe St., Chicago 3, Ill.; 30 Church St., New York 7, N.Y. James G. Lyne, President; Samuel O. Dunn, Chairman Emeritus; C. J. Wageman, Vice President and Publisher; J. S. Crane, Vice President and Secretary; Fred A. Clark, Vice President and Business Manager; E. G. Gavin, Vice President and Editor; A. J. McGinnis, Executive Vice President and Treasurer; Bayne Sparks, Vice President; Robert G. Lewis, Vice President.

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Advertising Sales Offices: 79 W. Monroe St., Chicago 3, Ill.; Terminal Tower, Cleveland 13, Ohio; 2909 Maple Avenue, Dallas 4, Texas; 1127 Wilshire Blvd., Los Angeles 17, Calif.; 30 Church Street, New York 7, N.Y.; 514 Terminal Sales Bldg., Portland 5, Ore.; 244 California St., San Francisco 4, Calif.

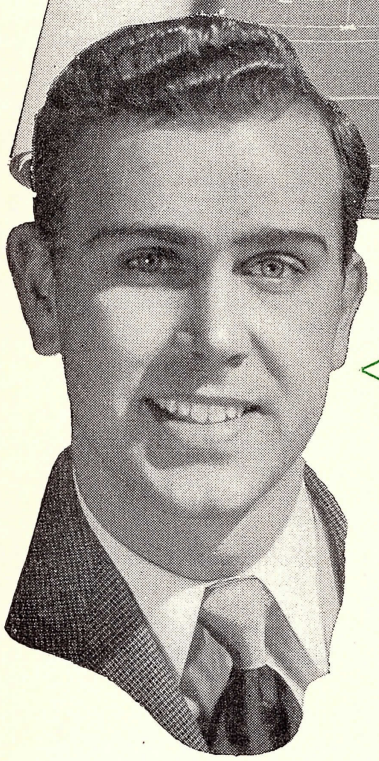
Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in advance of next issue date. Send old address with the new, enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent. Circulation Department: Robert G. Lewis, Director of Circulation; Lawrence L. Cope, Circulation Manager; Field Staff: C. L. Conley, John Simonson, M. A. Spector, Earl Spohn, Dick Whittington, Guy Hill, George Heinrich, John B. Heinrich.

Published monthly by Simmons-Boardman Publishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 79 W. Monroe St., Chicago 3, Illinois, and 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, $3.50; 3 years, $7.00. Foreign countries: 1 year, $12.00; 3 years, $25.00. Single copies, 75 cents; April issue, $2.00. Entered as second-class matter July 20, 1950, at the Post Office of Bristol, Connecticut, under the act of March 3, 1879.

Copyright 1954 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.

GENERAL MOTORS PRODUCTION SKILL SLASHES BUILDER COSTS WITH DELCO-HEAT





Automobile assembly line techniques assure lower bids from Delco on your heating contracts

The automobile production line has come to home heating! You can save dollars on every housing unit . . . save up to *thousands* of dollars on every project. Yet, with all these savings, you also gain in sales appeal and customer satisfaction. No other heating plants offer such proved and tested trouble-free comfort. No others offer the sales magic of the General Motors name. No others are so carefully engineered for modern installation in closet, alcove, utility room and basement. High, low or reverse flow models—gas or oil fired—your best bid will always be the Delco-Heat bid. Shown above is the gas fired Conditionair (Model GBC90-H). AGA-approved for close clearance application—only 25″ x 25″ x 67″. Why not call your Delco-Heat distributor today? Or write: Dept. ABH, Delco Appliance Division, General Motors Corp., Rochester 1, N.Y. In Canada, Delco-Heat, Toronto 13, Ontario.

GM
GENERAL MOTORS

DELCO-HEAT

For a good deal . . . deal with DELCO

. . . a complete line of automatic oil and gas fired conversion burners, Conditionair forced warm air furnaces and heating and cooling units, boilers, water heaters and electric water systems.

What Is Prefabrication?

THE first white home builders on this continent fabricated everything they used from the raw materials available in the forests, mines and pits that were situated as near the job site as they could find. The manufacture of all building materials was a master builder's job-site responsibility. Over the years, one after another of these manufacturing processes has been transferred from the job site to the factory. And the home builder has become less and less a manufacturer, and more and more an assembler and an organizer. Lumber and lumber products were the first to be taken from the job site to the mill. Then followed glass, hardware, screens, paint and a host of others. The entire evolutionary process was accomplished in the interest of proved economy in building.

Each one of these transitions was in itself a prefabrication or, more appropriately, a factory fabrication development. Each one was met with resistance, but the undeniable economies in controlled and engineered mass production have always silenced resistance eventually, because the public recognized and demanded the quality and price advantages of branded, advertised merchandise. Almost without exception it is superior to the individual craftman's rule-of-thumb product.

Today, we again have what we mistakenly call a prefabricated house. In the first place it is not prefabricated, and in the second place it is not a house. It is another transfer of a job-site process to a factory, and the factory does not produce a house. It produces factory-fabricated wall, roof, ceiling, floor and partition panels, and thus takes another phase of job-site manufacture into the factory.

There is nothing new about the idea. It has been attempted many times before, and has always failed chiefly because of conditions that do not now exist. There is small likelihood that it will fail this time—within limits.

There are two basic questions to be answered. The first concerns the stage at which factory fabrication ceases to be an economy, or ceases to get acceptance. This industry provides shelter, at minimum cost, for low-income families; homes at moderate cost for middle-income families; and houses at high or great cost for high-income families. The first group demands total or near total job-site assembly of mass-produced parts. The second asks compromise with custom items for as much individuality as the pocketbook permits. The third willingly pays for the highest degree of individuality in design and materials. So-called prefabrication is here to stay in the lowest price class, and probably has a limited place in the second class. Currently, it has little or no place in the top bracket.

The second question has to do with whether the panels can be produced and marketed more economically in a central factory serving a large area, or in hundreds or thousands of small retail lumber and building material yards. Many lumber dealers are joined by both large and small builders in the belief that the lumber dealer, fabricating panels locally for local builders, has the call. The Lu-Re-Co house developed by the Small Homes Council of the University of Illinois for the Lumbermen's Research Council, and promoted by National Plan Service will go far to help provide an answer. An informal joint committee of builders, dealers, architects, engineers, research specialists and manufacturers brought together by *American Builder* is studying the problem.

Traditional American initiative spurred by open competition will provide an answer, which probably will bear little resemblance to anything being done today. But, the answer, when it is found, will be another significant advance in the interest of providing the public with more house for its money. In the meantime it behooves builders, dealers and manufacturers to watch every step in the research and development with extreme care. No one who does watch it will go out of business. On the contrary, there will be more to produce, distribute and assemble, to and for more people. The question is not whether so-called prefabrication will stay. The question is, how far can it go, and what final form will production, distribution and assembly take?

Publisher, C. J. Wageman
Editor, Edward G. Gavin
Managing Editor, Lyn E. Arent
Associate Editor, Donald F. Coenen. *Feature Editor*, Welden Reynolds. *Architectural Editor*, Arthur V. Hansen. *News Editor*, Garrett Winter.
Field Editor, J. L. Zar. *Associate Architectural Editor*, W. F. Koelling. *Assistant to the Editor*, Margaret C. Carroll.
Assistant Editor, H. Louis Purdy. *Western Editor*, W. C. Rodd. *Eastern Editor*, Joseph B. Mason.
Research Director, W. S. Gaskill. *Assistant Research Director*, Constance Nicolai. *Director, Home Plan Service*, Ralph E. Westerman.
Legal and Tax Consultant, John F. McCarthy. *Architectural Consultant*, W. T. Anicka.
Art Editor, George M. Clark. *Chief Draftsman*, J. T. Froh.

Editorial Office, 79 W. Monroe St., Chicago 3, Ill.

Every effort will be made to return material submitted for possible publication (if accompanied by stamped, addressed envelope), but the editors and the corporation will not be responsible for loss or damage.

ROBERT P. GERHOLZ, Prominent Flint, Mich., Builder



"HOMES SELL THEMSELVES when they're built with nationally advertised products. Very often, the prospect is so impressed with the name-brand materials that he actually helps us make the sale. And we found that this is particularly true of the name brands advertised in The Saturday Evening Post, because most of our customers read those ads. That's why we've used 16 Post-advertised products in the past year alone." (*Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.*)

The Saturday Evening
POST

-gets to the heart of America

AMERICAN BUILDER

TRENDS *in the Building Field*

brisk building pace continues

In each of the last five years, starts of new non-farm dwelling units exceeded a million. Although due to a decrease in public housing, starts for the first four months this year were slightly under last year, prospects are that increases during the latter part of 1954 will push starts well over a million units.

The 1950 Census of Housing reported 46 million dwelling units in the United States. By the end of this year at least six million new dwelling units will have been added, bringing the total to 52 million.

Currently, sales of automobiles and appliances are declining, but the housing market continues good in almost all localities. An increased supply of mortgage money makes easier financing terms possible.

Any of the current issues of *American Builder* shows the reason for the high level of housing demand —more house for the money. Last month a commodious split-level was pictured in New Jersey at $17,000; a spacious L-shaped ranch house in the Cincinnati area at $20,500; homes in a large project in Louisville sell at $12,500 to $30,000. A precut house is available in South Bend designed to sell for $6,195, lot included. In California, a three-bedroom house with a large patio sells for $7,495.

Builders Cautioned

Roy Wenzlick, the real estate analyst of St. Louis, Missouri, cautions that the biggest single danger to the real estate and residential construction market lies in the possibility of overbuilding. He believes that if we are going to continue to build a million or more houses a year, some of them—perhaps 200,000 to 250,000—should be replacement units of obsolete housing.

Some of the larger cities are pushing their plans to eliminate slums, but much greater activity is needed. Owners of still serviceable older houses are being urged to remodel them to bring them up to today's standards.

There is evidence that the housing market is buoyed up by the increase in the number of households maintained by older persons with no relatives sharing their houses. A census report just released estimates an increase of 3.0 million households between April, 1950, and April, 1953. Of the increase, only 1.6 million were husband-wife households. The increase in the number of households where no relative shared the house was 1.4 million. This points to a need for small dwelling units that will serve one or two people.

The record shows steady activity in the building of new commercial, institutional and industrial buildings. These commercial and institutional buildings are required to serve rapidly expanding communities of new homes.

Decreases in this type of building during 1951 and 1952 were due to the controls of the National Production Authority. In 1953, after the removal of controls, most types of non-residential construction showed substantial increases. Exceptions are new store buildings and public garages, which are not being built in as large numbers as in 1950.

There is steady activity in the construction of new churches. The number of new educational buildings is increasing. Both are required to serve our expanding population.

BUILDING CONSTRUCTION—THE FIVE YEAR RECORD

	1949	1950	1951	1952	1953	Five Year Average
Non-farm Dwelling Units Started						
One-family	794,300	1,154,100	900,100	942,500	936,000	945,000
Two-family	36,500	44,800	40,400	45,900	40,000	41,500
Multi-family	194,300	197,100	150,800	138,600	124,000	161,000
Total	1,025,100	1,396,000	1,091,300	1,127,000	1,100,000	1,147,500
Commercial Bldgs.*						
Stores	29,250	31,526	21,846	22,817	22,900	25,596
Public Garages	3,154	2,805	2,296	2,099	2,100	2,491
Service Stations	4,201	5,446	3,092	3,635	4,700	4,215
Offices and Bank Buildings	2,381	3,310	2,549	3,151	3,900	3,058
Amusement Bldgs.	2,578	2,404	1,439	1,529	2,300	2,050
Institutional Bldgs.*						
Churches	3,453	3,669	3,276	3,106	3,400	3,380
Educational Bldgs.	2,677	2,976	2,173	2,661	3,600	2,817
Other Institutional Buildings	1,090	1,315	997	1,017	1,100	1,104
Public Buildings	834	685	537	695	850	720
Industrial Buildings*						
Factories & Workshops	6,917	8,059	8,081	7,765	8,386	7,842
Public Works Bldgs.	1,370	1,297	1,207	1,278	1,500	1,330

*Number of permits issued in urban areas only.

Source of Data: Bureau of Labor Statistics.



— for you
VALUE *— for your customers*
when you build
a better home with

allwood*
HARDBOARD

THE HOT PRESSED DOUGLAS FIR HARDBOARD OF A MILLION USES . . .

Build Allwood Hardboard into your next job. Be convinced of the economy, convenience and versatility of this superior building material. Cut costs on walls, ceilings, underlayment, soffits, siding and outbuilding construction.

Allwood Hardboard is the ideal facing material for concrete forms, too. Use it over and over again for big savings! Check with your dealer TODAY. If he does not stock Allwood Hardboard, send us his name. Our jobber will call on him.

Hard, Smooth, Durable —
Allwood resists abrasion and moisture, won't delaminate. Maintains dimensional stability.

Won't Shatter, Split or Crack —
Grainless — equally strong in both lateral dimensions. Nail it — saw it — work with ordinary woodworking tools. It works like wood because it *is* wood.

Finishes Easily —
Hard, smooth surface speeds brushwork, makes finish look better. Won't chip or peel off.

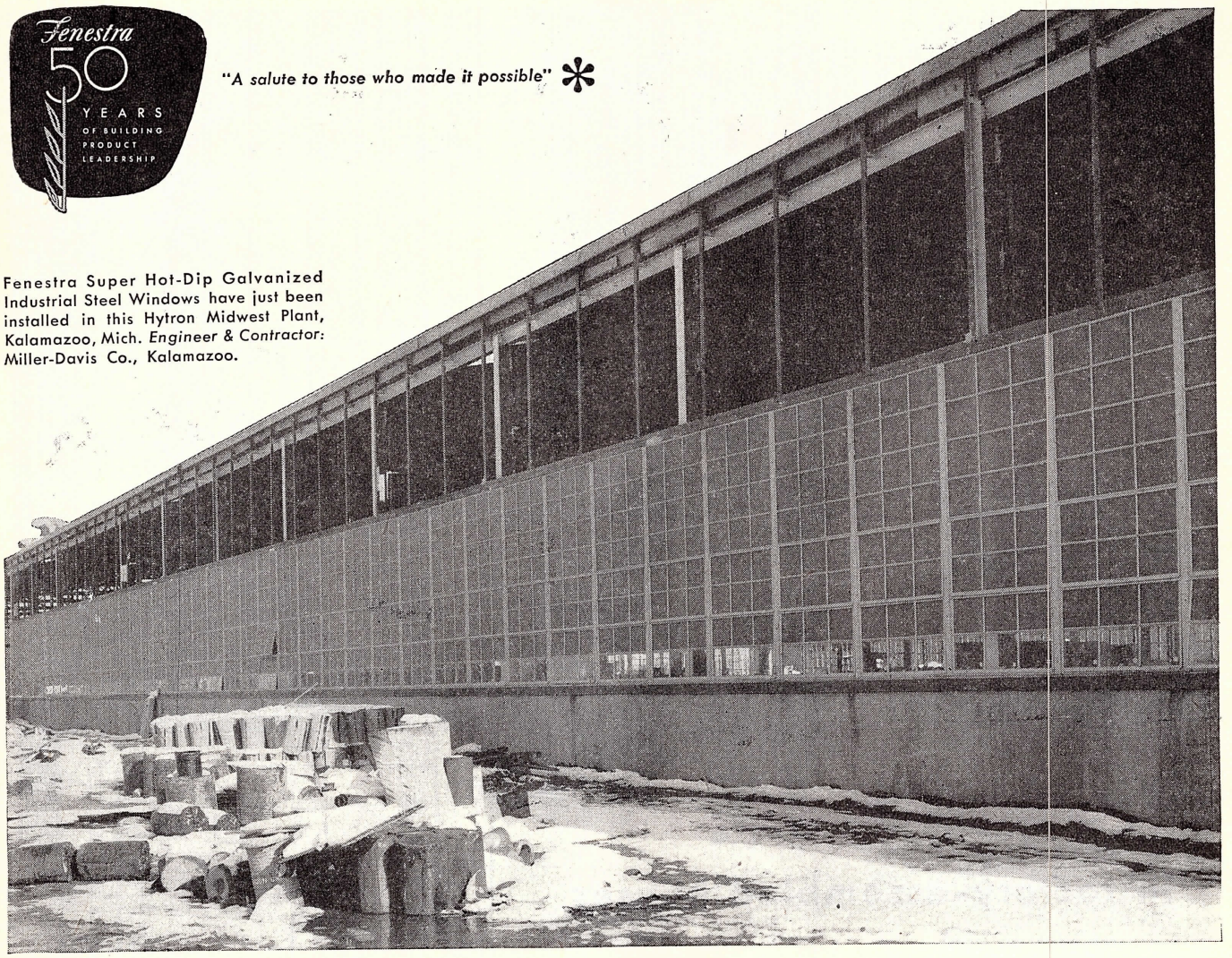
Speed the job with John Day Packaged Trim for doors and windows. Grade A Ponderosa Pine delivered factory-fresh. See your dealer, or write for complete information.

Oregon Lumber Company
Hardboard Division
DEE, OREGON

*T.M. Oregon Lumber Co.

Fenestra 50 YEARS OF BUILDING PRODUCT LEADERSHIP

"A salute to those who made it possible" *

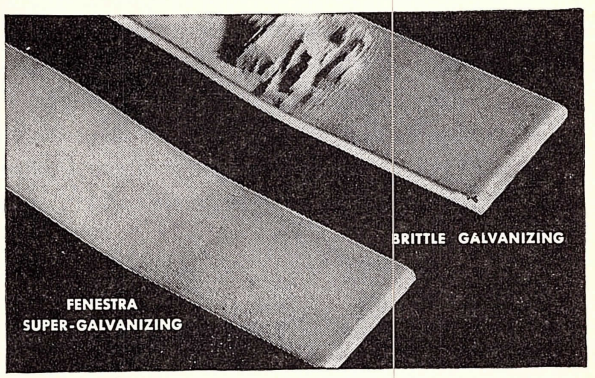


Fenestra Super Hot-Dip Galvanized Industrial Steel Windows have just been installed in this Hytron Midwest Plant, Kalamazoo, Mich. *Engineer & Contractor:* Miller-Davis Co., Kalamazoo.

They've just finished installing an annual saving here

These Fenestra* *Super* Hot-Dip Galvanized Industrial Steel Windows *cost no more than regular steel windows with two inside-outside field coats of paint!* And they will probably *never* need painting. That's a saving of thousands of dollars in paint and painting labor—every few years—for the life of the building.

Fenestra has the only plant and equipment in America especially designed for the highly specialized job of window galvanizing. For complete details on Fenestra Super Hot-Dip Galvanized Industrial Steel Windows, call your Fenestra representative—he's listed in the phone book yellow pages—or write the Detroit Steel Products Company, Dept. AB-7, 2260 East Grand Blvd., Detroit 11, Michigan. *®

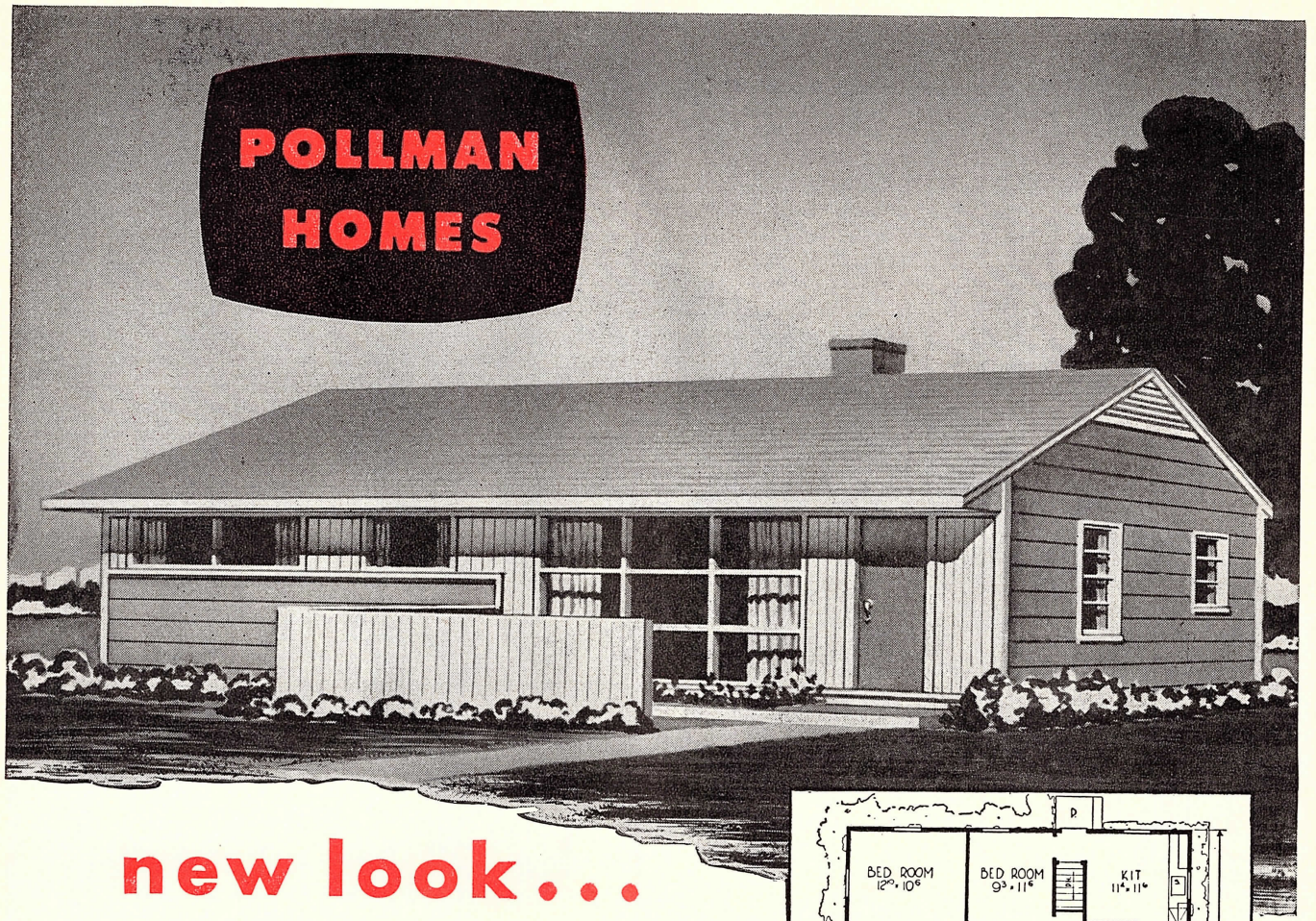


BEND TEST shows why Fenestra Steel Windows are called Super Hot-Dip Galvanized. When two pieces of galvanized steel are bent, then straightened, some types of galvanizing crack open, leaving the steel vulnerable. The Fenestra piece stays protected.

* Your desire for windows of strong material that would resist rust, resulted in Fenestra Super Hot-Dip Galvanized Industrial Steel Windows—a great advancement in building products.

Fenestra

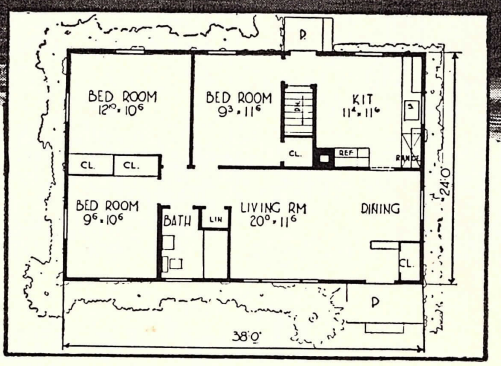
SUPER HOT-DIP GALVANIZED INDUSTRIAL STEEL WINDOWS



new look...

in factory-assembled houses

Tempted to look into factory-assembled houses but hesitant because you think they lack the eye-appeal to sell? Then, you should see the new line of Pollman Homes. Designed by Richard B. Pollman, these homes are typical of the clean, modern, ground-hugging lines and careful attention to maximum livability that have made him one of America's most popular designers. Built of the finest quality materials and to conventional standards—Pollman Homes also meet FHA and VA requirements. Why wait? Write today! We will be glad to send you complete information about Pollman Homes or have a factory representative call at your convenience.



912 Square Feet of floor space

A generous sized living room with handsome window-wall—plenty of storage and closet room. Note dining area on end of living room—and the entrance provided by bookshelf room-divider—3 bedrooms—shoulder-high windows permit wide choice of furniture arrangement. Basement or non-basement models. Several distinctive elevations—wide choice of exterior treatments.

"Pollman Homes fabricated structural units commended by Parents' Magazine."

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AND ADVERTISED THEREIN

Pollman Homes

NATIONAL ASSOCIATION OF HOME BUILDERS OF THE UNITED STATES

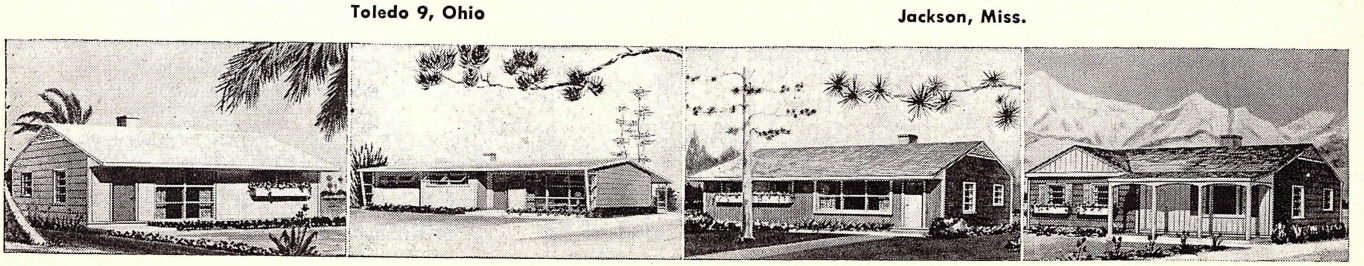
phmi

PREFABRICATED HOME MANUFACTURERS INSTITUTE

THE THYER MANUFACTURING CORP.

2854 Wayne Street
Toledo 9, Ohio

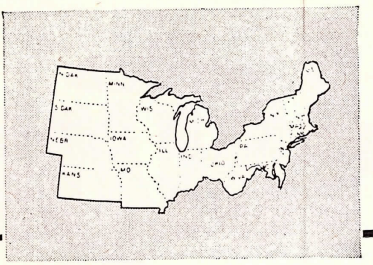
515 E. Yazoo Street, Dept. 5
Jackson, Miss.



Buildercast—

- LOCAL NEWS
- FORECASTS
- NEW TRENDS

NORTHERN area



FEARS THAT NEW SAFEGUARDS may tend to drive lenders from Title I to conventional loans are groundless, in the opinion of FHA Commissioner Norman P. Mason.

Appearing at a joint Producers' Council and American Institute of Architects meeting in Boston June 14, Mason declared that safeguarding Title I against abuses will improve, not impede, the program. Substitution of private for government-sponsored programs, he added, would be "most welcome" if private lenders are willing to finance home improvements and repairs with an interest rate comparable to that under the government-guaranteed program.

"The private industry approach is always best," he said. "FHA works, as you know, only to permit the private lending program to serve the public at a low cost."

TODAY'S TYPICAL HOME BUYER in Indianapolis wants a one-story brick house with three bedrooms, one and one-half baths, garage and basement in the $15,000-$20,000 range, according to a survey conducted by Butler University and the Indianapolis Times.

Average buyer, the study found, is a few years under 40, with a non-working wife and two children, has a salary between $5,000 and $7,500. He's saving to buy a home with 10 to 30 per cent down payment and terms approximating $85 a month.

As to site, he's most interested in transportation convenience, nearness to shopping centers and size of lot, before his concern for school and church location, drainage problems or a good view. He prefers the living room in front, a separate dining-room and would like summer cooling.

KEEP AN EYE ON FINANCING THIS FALL is the watchword around conservative Chicago mortgage market. Talks by mortgage banking authorities at a late spring meeting of the Chicago Metropolitan Home Builders Association indicated that while the financing picture is now quite bright all over the country and may still improve, the current "easy" market may end in September or October.

Their reason? Large investors trying to fill their portfolios as much as possible before enactment of the new housing legislation.

3,000 HOMES IN TWO YEARS is goal of Robert A. Loftus who recently announced he would build Greater Cleveland's largest single development of private homes and apartments on a two-square-mile suburban site.

Loftus was a developer of California's new city, Lakewood, and sponsored several Cleveland apartment buildings. He said he would start the program late this year with the expectation of revolutionizing the city's building industry.

Meanwhile, several Cleveland business and industry leaders are endeavoring to interest others in supporting a city development foundation to foster urban redevelopment.

First venture is construction of a 400-family apartment group on a 19-acre site offered by Republic Steel. This would be used to relocate families now living in slum areas.

Foundation sponsors are patterning their program on that of the Allegheny Conference on Community Development, which planned Pittsburgh billion-dollar building and park program in its Golden Triangle.

The Specific Answer For Builders With Particular Needs

Hotpoint presents...



The Hotpoint Custom Range Line
FOR ULTRA MODERN CUSTOM KITCHENS

Incorporating the fine features that have always maintained Hotpoint's leadership in the range industry, this custom, sectionalized electric range offers an entirely new concept for modern kitchens. With separate built-in ovens and custom surface units, both carrying the approval of the underwriters' laboratory, here is your opportunity to provide the maximum in modern electric kitchen equipment.

The Hotpoint Super-30 Range Line
FOR MORE EFFICIENT SMALLER KITCHENS

Where kitchen space is at a premium, Hotpoint's Super-30 Range line provides the answer These are not just 30-inch ranges—but a feature-packed 30 inches.

Presented in three distinctive models, they have the de luxe features of 39-inch models packed into a range just 30 inches wide. They offer unsurpassed usable capacity for three-rack baking,compartment broiler, roto-grill with removable barbecue skewer, color-keyed pushbutton cooking, raisable thrift cooker with Golden Fryer French-fry unit, plus super-Calrod® surface units.

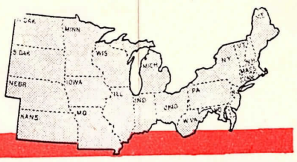


Write to Hotpoint Builder Division for A.I.A. specifications on these and all other Hotpoint appliances.

Hotpoint ...Pacemaker of Progress!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • FOOD FREEZERS • CABINETS • AUTOMATIC WASHERS
CLOTHES DRYERS • ROTARY IRONERS • AIR CONDITIONERS • DEHUMIDIFIERS
HOTPOINT Co. (A Division of General Electric Company) **5600 West Taylor Street, Chicago 44, Illinois**

news northern area



Roamin' the North—

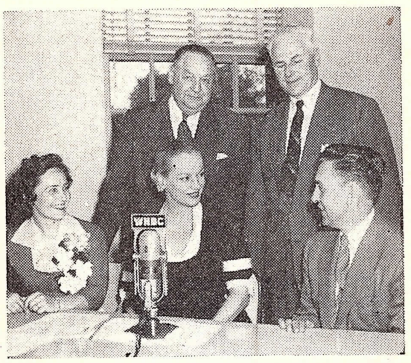
Milwaukee Mayor Zeidler has served notice on builders that the city would "inevitably" follow the example of most other large cities in requiring subdividers to pay full cost of street, water and sewer installations in new subdivisions. More than 11 square miles were annexed since March. . . . Cincinnati's College Hill area is site for 150-home development in which **Hervey H. Richmond** plans to air condition all units, priced from $20,000 to $35,000. . . . Detroit suburb of Farmington has its biggest home drive in quarter century, led by new 400-unit Bel-Aire Hills. Rose-Hill Builders (**Abe Green** and **Aubrey H. Ettenheimer**) opened project with models priced at $13,300 up; sold 53 the first five days. . . .

Day at the Races—

ABC Construction Corporation's **John E. Bauer** conducted a chartered bus tour of Indianapolis housing with 15 out-of-state members of NAHB in tow, after which they went in a body to the Speedway to watch the 500-mile Memorial Day auto race. In the group were **Don E. Vestal, Franklin L. Burns** and **Lou Carey**, Denver; **Al Balch** and **V. O. Stringfellow**, Seattle; **Joe Haverstick** and **William A. Simms**, Dayton; **E. J. Burke Jr.**, San Antonio; **Ned Cole**, Austin, Texas; **Dale J. Bellamah**, Aubuquerque, N. M.; **Martin Bartling**, Knoxville, Tenn.; **Henry Fett**, Royal Oak, Mich.; **Robert Gerholz**, Flint, Mich., **Robert R. Schreider** and **E. J. Platt**, Canton, Ohio. . . . **Milford T. Schick**, for three years executive secretary of the Evansville HBA, Ind., has resigned to go into the oil business.

Utica, N.Y., HBA Formed—

Frank P. Tufaro of Westchester, president of the New York State HBA, joined with **Albert E. Bartlett**, national regional vice president from Syracuse, and **Leo Byrnes**, secretary of the state body, at Utica, N. Y., late in May to help organize a new NAHB chapter having jurisdiction over Oneida and Herkimer counties. . . . Recently organized Duso HBA, named after initials of four New York counties (Dutchess, Ulster, Sullivan, Orange) it serves, has named **Dominick Brancato** of Poughkeepsie as its first president. . . . Long Island Home Builders Institute recently publicized that private builders have erected 295,000 houses since the war to house a million persons with a "Mr. and Mrs. One Million" contest. This figure was arrived at by using the Census figure of 3.4 persons per unit. Builders were asked to submit names of all buyers during the week No. 295,000 unit was to be finished. Winning couple was drawn from these names, given a two-day whirlwind tour featuring radio and television performances, various other awards including a June weekend at Montauk Point. . . .



Faye Emerson interviews "Mr. and Mrs. One Million" on her radio program, as Long Island Home Builders Institute's treasurer, Charles Jaeger, and president, Walter G. Stackler, look on

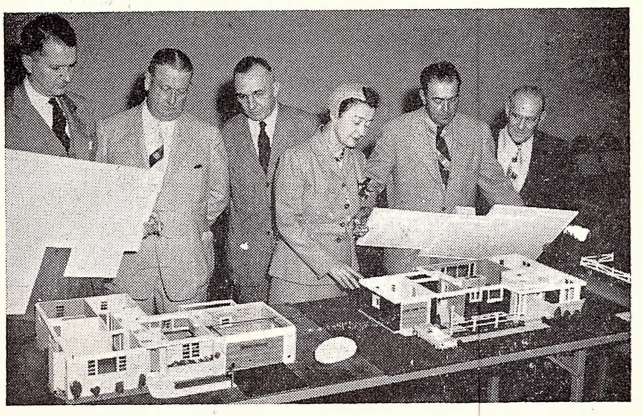
Bronx, N. Y., HBA has started its own compensation safety plan, organized by **George C. Arcaro**, chairman of the insurance committee. Group plans third annual dinner-dance Oct. 23 at New York's Hotel Commodore under direction of **Lawrence Imarata.** . . . N. J. Shore Builders Assn. held recent "ladies night" meeting, at which exec. secy. **Jack B. Little** introduced members of chapter's newly formed auxiliary. . . . Chicago Metro HBA, getting set for 11th annual golf outing, picked a larger country club this year to handle anticipated record crowd. . . . Madison, Wis., is considering a 600-acre subdivision.

Golden Anniversary



Harvey J. Stowe, merchandise manager of A. W. Burritt Co., Bridgeport, Conn., dealer, accepting scroll from Benjamin Patterson III, vice president of Patterson-Sargent Co., paint manufacturer, to commemorate 50-year association of their firms. Later Arthur Clifford (left), Burritt vice president and Bridgeport Chamber of Commerce president, presented plaque made up of rare woods to Patterson

Acclaimed at Rochester



Judges inspecting winning entries in scale model home contest sponsored by Rochester (N. Y.) Home Builders Association. From left: Thomas H. Hawkes, president, Rochester Savings Bank; William J. Clark, FHA administration officer; Charles R. Dalton, University of Rochester; Mrs. Mary Davis Gillies, McCalls Magazine; Arthur M. Windsor, past president of the Rochester Association; Jerome Wood, architect

New Coleman gas wall sell low-cost

No special construction—



They fit any home, new or old—

flat top, standard roof,

one- or two-story residences;

basement or slab-floor construction

The biggest selling, best advertised, and by far the most popular wall heater available. Because it fits smoothly between standard 2″ x 4″ centered studs, it is ideal for installation in new homes as well as existing construction that is to be modernized.

Requires no basement, special excavation or duct work. Beautifully styled and a real space-saver in small homes, upstairs rooms, basements, tourist cabins, etc. Also available in Dual Wall Models to heat two separated areas at the same time. Install them singly to heat a few rooms or use multiple installations for zone-heating larger residences. Write us and we'll have our nearest distributor work out cost to your specifications. The Coleman Company, Inc., Wichita 1, Kansas.

heaters cut your costs-homes faster

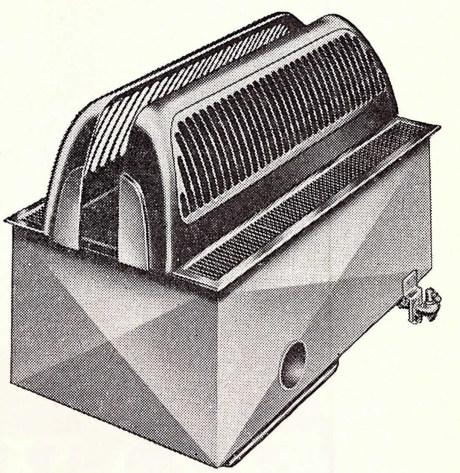
fast, easy installation

Coleman®

NEW LOW PRICES ON COLEMAN FLOOR FURNACES

OIL GAS LP-GAS

Flat Register and Dual Wall Models to fit low-cost specifications

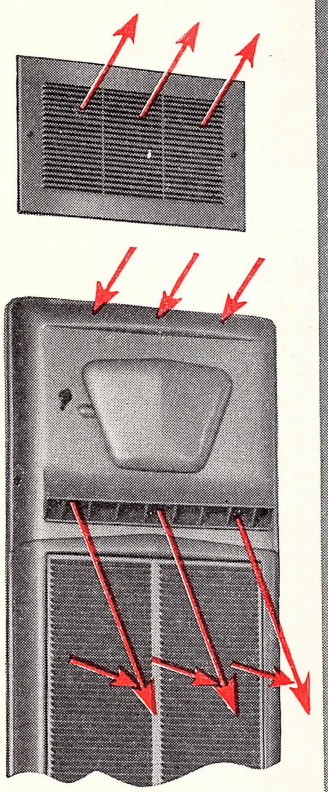


Complete in-floor furnaces that need no basement, no air ducts. Like Coleman Wall Heaters, they can be used singly or in multiple installation for zone heating. The famous Coleman Shalloflow is the industry's shallowest gas model.

NEW SHORT ECONOMIZER

puts more heat into room

Fits in wall above the heater. Reclaims heat from flue area and returns it to the room. Short enough to fit flat roof, goes in buildings with attic or upper stories.



NEW DIRECTIONAIR BLOWER

completely automatic with new Fan and Limit Control

Delivers tempered warmth clear to the floor. Increases circulation, prevents cold-floor discomfort. New Fan and Limit Control automatically regulates operation of burner and blower and economizes on fuel.

THE COLEMAN COMPANY, INC.
Dept. 500-1-AB, Wichita 1, Kansas

Please have a Coleman distributor give me full information on Coleman Wall Heaters and Floor Furnaces.

*Name*_____

*Firm*_____

*Street*_____

*City*_____ *Zone*____ *State*_____

Comfort costs so little with a

Coleman®

Equipment AGA approved or listed with Underwriters' Laboratories

WINDOWS REMOVE!



R·O·W windows outsell all competitors. This leadership has been built on the public demand for windows with the patented R·O·W lift-out feature—plus quality construction and fair price.

See your local lumber dealer or write

R.O.W. SALES CO. 1334-66 ACADEMY AVENUE · FERNDALE 20, MICHIGAN

R·O·W is the registered trade mark of the R.O.W. Sales Co.

AUTHORIZED R·O·W DISTRIBUTORS:

CONNECTICUT
GENERAL WOODCRAFT COMPANY, INC.
North Bergen, New Jersey and Lowell, Mass.

DISTRICT OF COLUMBIA
DEALERS WAREHOUSE SUPPLY CO., INC.
Arlington, Virginia

ILLINOIS
V. E. ANDERSON MFG. CO., INC.
Owensboro, Kentucky
IMSE-SCHILLING SASH & DOOR CO.
St. Louis, Missouri
R·O·W WINDOW COMPANY
Joliet, Illinois

INDIANA
V. E. ANDERSON MFG. CO., INC.
Owensboro, Kentucky
R·O·W WHOLESALE DISTRIBUTORS, INC.
Norwood, Ohio
R·O·W WINDOW COMPANY
Joliet, Illinois

IOWA
ANDREW A. KINDEM & SONS, INC.
Minneapolis, Minnesota
WISCONSIN WINDOW UNIT COMPANY
Merrill, Wisconsin

KANSAS
MARTIN MATERIAL COMPANY
Kansas City, Missouri

MAINE
GENERAL WOODCRAFT COMPANY, INC.
Lowell, Massachusetts

MARYLAND
DEALERS WAREHOUSE SUPPLY CO., INC.
Baltimore, Maryland

MASSACHUSETTS
GENERAL WOODCRAFT COMPANY, INC.
Lowell, Massachusetts and Schenectady, N. Y.

MICHIGAN
FLINT SASH & DOOR CO., INC.
Flint, Saginaw, Michigan
PORTER-HADLEY COMPANY
Grand Rapids, Michigan
ROYAL OAK WHOLESALE COMPANY
Royal Oak, Michigan

MINNESOTA
ANDREW A. KINDEM & SONS, INC.
Minneapolis, Minnesota

MISSOURI
IMSE-SCHILLING SASH & DOOR CO.
St. Louis, Missouri
MARTIN MATERIAL COMPANY
Kansas City, Missouri

NEBRASKA
THE SOTHMAN COMPANY
Grand Island, Nebraska

SALES IMPROVE!



AUTHORIZED R·O·W DISTRIBUTORS:

NEW HAMPSHIRE
GENERAL WOODCRAFT COMPANY, INC.
Lowell, Massachusetts

NEW JERSEY
GENERAL WOODCRAFT COMPANY, INC.
North Bergen, New Jersey
R·O·W DISTRIBUTORS
Rocky Mount, Virginia

NEW YORK
GENERAL WOODCRAFT COMPANY, INC.
North Bergen, New Jersey and Schenectady, N.Y.
A. ROBERSON & SON, INC.
Binghamton, New York
THE WHITMER-JACKSON CO., INC.
Buffalo, Rochester, New York

NORTH DAKOTA
JACK R. KINNARD & COMPANY
Minot, North Dakota

OHIO
FABROW MFG., INC.
Toledo, Ohio
THE MAHONEY SASH & DOOR COMPANY
Canton, Youngstown, Ohio
R·O·W WHOLESALE DISTRIBUTORS, INC.
Norwood, Ohio

PENNSYLVANIA
ADELMAN LUMBER COMPANY
Pittsburgh, Pennsylvania
R·O·W DISTRIBUTORS
Rocky Mount, Virginia
A. ROBERSON & SON, INC.
Binghamton, New York

RHODE ISLAND
GENERAL WOODCRAFT COMPANY, INC.
Lowell, Massachusetts

SOUTH DAKOTA
WATERTOWN SASH & DOOR COMPANY
Watertown, South Dakota

VERMONT
GENERAL WOODCRAFT COMPANY, INC.
Schenectady, New York

WEST VIRGINIA
R·O·W DISTRIBUTORS
Rocky Mount, Virginia

WISCONSIN
WISCONSIN WINDOW UNIT COMPANY
Merrill, Wisconsin

CANADA
D. PORTER & SON
Stellarton, Nova Scotia, Canada
BELTON LUMBER COMPANY
Sarnia, Ontario, Canada
OSHAWA BOX & LUMBER, LTD.
Oshawa, Ontario, Canada

Builders know that *only* the homes with extra features are selling, today. Few *plus* values are as easily demonstrated as R·O·W windows. Homes with R·O·W windows sell faster.

See your local lumber dealer or write

R.O.W. SALES CO. 1334-66 ACADEMY AVENUE · FERNDALE 20, MICHIGAN

R·O·W is the registered trade mark of the R.O.W. Sales Co.

Profits for you . . . in all that's **NEW**



ONE-PIECE Construction!

Bowl Overflow Protection!

Water-Saving Feature!

Space-Saving 18″ Width!

FIRST

with these luxury features at moderate cost...

NEW Casette*

The most completely new water closet presented to America's construction and plumbing industry in more than 20 years . . . the *Casette #1250* is the first to provide all these luxury features at a moderate price. A fixture you can offer with pride . . . that will build your profits and reputation with every installation. For the Casette and other Case quality plumbing fixtures, consult the "Yellow Pages" for your Case distributor or write W. A. Case & Son Mfg. Co., 33 Main St., Buffalo 3, New York.

Case®

Fine Vitreous China

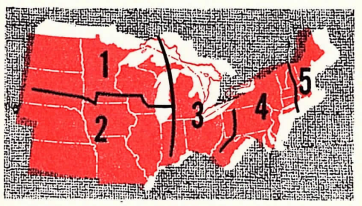
Our 101st Year

1853-1954

*PATENT APPLIED FOR

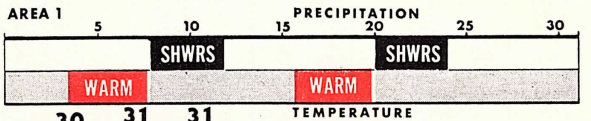
building weather for July

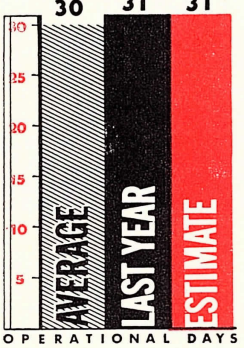
An exclusive *American Builder* service prepared by Irving P. Krick, Ph.D., and Staff



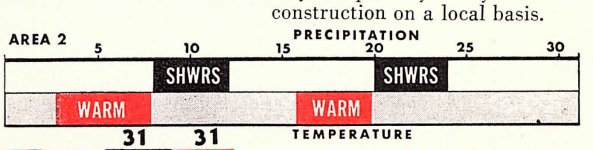
Special climatic studies were made for selected cities in each area to determine AVERAGE and LAST YEAR Operational Days. ESTIMATES are *generally* applicable to each area. Precipitation and temperatures extreme enough to stop outside work have been forecast as number of NON-operational days. Naturally, inside work may on occasion proceed even through the cold and wet spells shown.

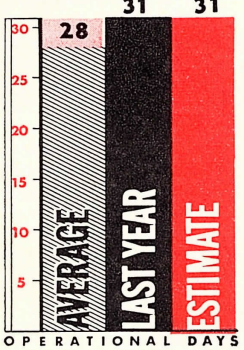
NORTH: With the exception of Area 5, the North region of the United States will enjoy better than average working weather.



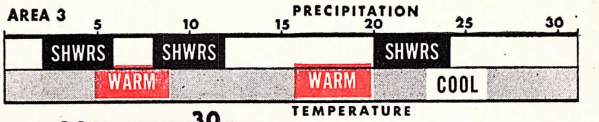


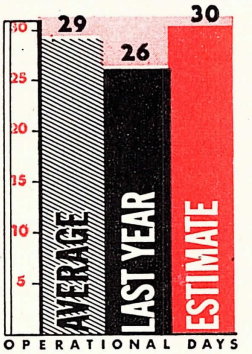
July of 1953 was rather pleasant in Area 1 as temperatures averaged near or slightly below seasonal levels. Rainfall showed considerable east to west variation, however, with very dry conditions in the Dakotas and wet weather in Minnesota and Wisconsin. For July of 1954, working weather is expected to be uniformly good over this region. Above normal temperatures and below normal rainfall totals are in prospect. Scattered showers and thundershowers may temporarily delay outdoor construction on a local basis.



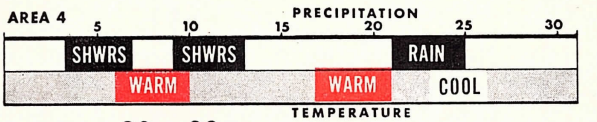


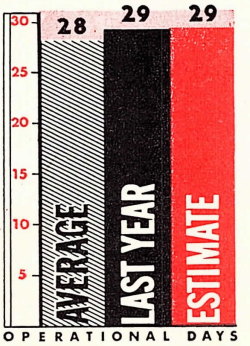
Better than average working weather is in store for Area 2 during July, 1954. Temperatures are expected to average above normal throughout all five states. Largest departures from normal will develop in the Nebraska-Kansas region. As compared with the usual precipitation, July's rainfall totals will be deficient. Showers and thunderstorms will characterize the month's storm periods. Last year in July, about normal temperatures prevailed.



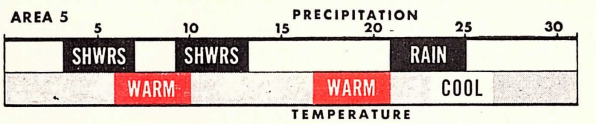


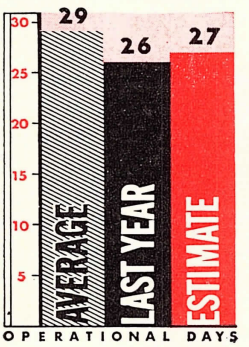
Temperatures in July, 1953, were recorded at or slightly above the normal. Rainfall totals also averaged slightly above normal with several Indiana and Ohio locations receiving well above normal amounts. Outdoor construction activity was frequently interrupted, primarily due to the occurrence of rainfall amounts in excess of the critical value. Temperatures for July, 1954, will be above normal while precipitation totals will be generally below normal. Better working weather, therefore, should be anticipated.





During July of this year, outdoor construction activities will enjoy slightly better than usual working weather. Temperatures for the month are expected to average near normal. Rainfall totals also are likely to be about normal during the period, although amounts in excess of the critical value will account for most of the operational interruptions. Last year in July, Area 4 experienced similar weather conditions. Thus, the number of days free of weather-restrictions probably will equal that observed in July, 1953.





Rainfall amounts are expected to exceed normal during July, 1954, particularly in the middle and northern New England regions. The occurrence of operational days, therefore, will be less frequent than is usual for July. Temperatures generally will be below normal, chiefly due to considerable afternoon cloudiness resulting in reduced maximum values. Last year in July, builders in Area 5 observed working weather less favorable than the normal.

● Timing of weather events is indicative of trends. Don't expect precipitation on every day of the period indicated.



Krick

Tornadoes And Your Life

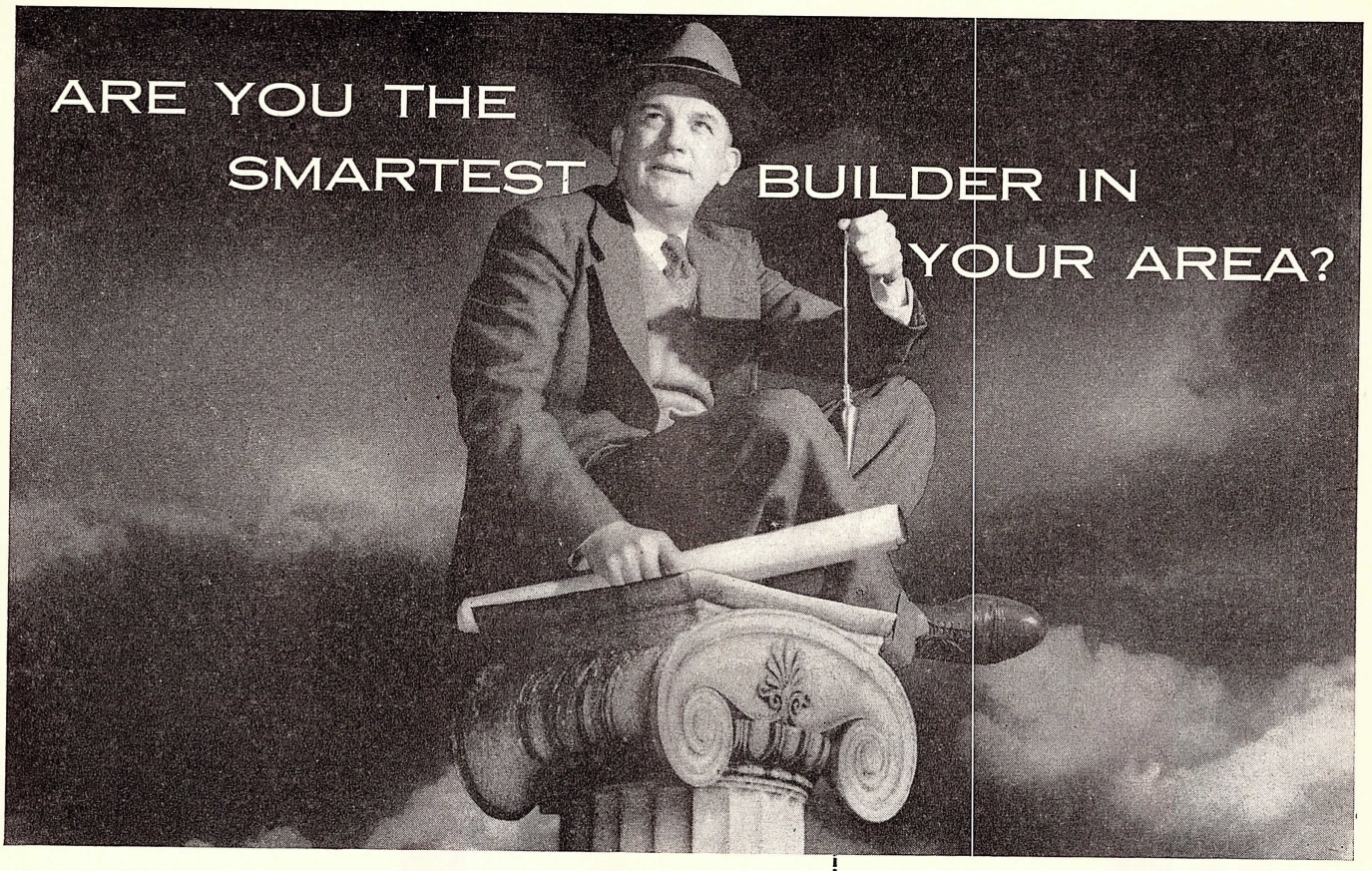
You must not only act fast but know what you are going to do before the tornado strikes.

One of the safest places during a tornado is the *cyclone cellar* or storm cave that is associated with many farm houses of the Middle West. Those who have seen the destructive power of a tornado do not hesitate to construct one of these cellars in their yard.

The next best place is the *southwest corner* of the *basement of a frame house. Basements of brick houses are potential death traps.* If you are unable to reach the basement or should live in a brick home, the best place is under a strong table or even a bed. This gives some protection from falling objects. Under no condition remain standing for you will then be a target for flying glass and debris. There is one account of a woman who came safely through a tornado by crawling into a bathtub and pulling a mattress over herself.

If you are in an automobile you should be able to outrun a tornado, as they seldom travel more than fifty miles an hour and usually much less than that. Take a road at right-angles to the storm's path if possible.

Let us look over a few consoling odds regarding these storms. They differ from state to state and yet we should pick a state with a fairly high frequency of storms, Iowa. A man can live to be sixty-eight years old in this state and have only one chance in *1,203* that a tornado would strike within a mile of his house in any given year.



IF YOU ARE, you're already a member of the local Home Builders Association.

If you aren't, perhaps you're interested in these comments:

Says a home builder in Minnesota, "Our local HBA has been a God-send. B.A. (Before Association), if one builder approached another on the street, one of them would cross to the other side for fear that something he knew would rub off on the other fellow. Now they greet each other and exchange the latest dope."

Says a home builder in New Jersey, "I didn't join primarily to make money—but every meeting or Convention I attend teaches me something that makes money for me."

Says a home builder in Oklahoma, "I was years behind in house design until I started reading NAHB bulletins. Now I don't take my hat off to anyone on the way my homes stack up for looks, location, quality or salability."

Says an associate member in Ohio, "Membership has been profitable. I now know many of my customers by their first names, I eat with them, and talk with them on a basis I could never reach before. I'm impressed with the seriousness with which they approach their common problems—after all, they're my problems too."

Active membership in NAHB is available to qualified home builders and associates through their local Association. To join, contact your local Association. If none has been formed in your area, write to the Membership Dept. for complete details.

NATIONAL ASSOCIATION OF HOME BUILDERS
1028 Connecticut Avenue, N.W., Washington 6, D.C.

WHAT'S NAHB? An aggressive group of more than 29,000 home builders, contractors and subcontractors, material suppliers, mortgage lenders, realtors, architects, building material manufacturers, all dedicated to a strong industry, free from unnecessary controls. Organized on national, state and community levels, it provides an effective means of voicing collective opinions on local and national matters. *Through membership in your local Association,* you automatically become a member of the National group.

ACTIVITIES OF NAHB. It represents you on Capitol Hill and before federal legislative groups; provides data on up-to-date design and construction techniques, mortgage finance information; engages in housing research; promotes National Home Week and the Parade of Homes; informs the public of industry activities through press, magazine, radio and TV; sponsors slum clearance programs, "trade secrets" meetings, annual conventions and expositions; your local association speaks for you at City Hall, at local FHA and VA offices.

NAHB provides these information services:

- *Washington Letter*—keeps NAHB members posted on trends that will influence operations; issued about three times monthly in concise, factual form.
- *Correlator*—monthly publication for members only, packed with Association news and information.
- *Housing . . . U. S. A.*—NAHB and Simmons-Boardman Publishing Co., publishers of American Builder magazine, combined forces to produce this interesting, informative, profusely illustrated volume on the merchant builder and the housing industry.
- *Special Bulletins* on new developments issued as circumstances warrant.
- *Technical Services Department* conducts continuing research to "build a better house with less money and fewer headaches"; examines new materials, construction techniques, land-planning methods. The Trade Secrets House was a product of this service available only to NAHB members.

AFFILIATED LOCAL ASSOCIATIONS
(Northern)

CONNECTICUT

GREATER BRIDGEPORT BUILDERS ASSOCIATION
37 Bolin Circle, Trumbull 19, Conn.
Telephone # BPT-3-7136

HOME BUILDERS ASSOCIATION OF HARTFORD COUNTY, INC.
62 LaSalle Rd., West Hartford, Conn.
Telephone # Adams 3-4495

HOME BUILDERS ASSOC. OF GREATER NEW HAVEN
122 Melba St., Milford, Conn.
Telephone # Locust 2-1607

DELAWARE

HOME BUILDERS ASSOCIATION OF DELAWARE
503 South Maryland Ave., Wilmington 4, Delaware

DISTRICT OF COLUMBIA

HOME BUILDERS ASSOCIATION OF METROPOLITAN WASHINGTON
Suite 303, 1757 K St., N.W., Washington, D. C.
Telephone # Republic 7-1174

ILLINOIS

CHICAGO METROPOLITAN HOME BUILDERS ASSOC.
130 W. Randolph St., Chicago 1, Ill.
Telephone # Franklin 2-9740

HOME BUILDERS ASSOCIATION OF DECATUR
1812 W. Forest, Decatur, Ill.
Telephone # 3-4451

PEORIA AREA HOME BUILDERS ASSOCIATION
3505 Prospect Rd., Peoria, Ill.

SPRINGFIELD HOME BUILDERS ASSOCIATION
319 So. 5th St., Springfield, Ill.

INDIANA

ANDERSON HOME BUILDERS ASSOCIATION
Rm. # 15 Liberal Life Bldg., Anderson, Ind.

HOME BUILDERS ASSOCIATION OF MONTGOMERY COUNTY
606 E. Main, Crawfordsville, Ind.

ELKHART HOME BUILDERS ASSOCIATION
320 S. Highland Ave., Elkhart, Ind.

HOME BUILDERS ASSOCIATION OF FORT WAYNE
4338 Drury Lane, Ft. Wayne, Ind.

EVANSVILLE HOME BUILDERS ASSOCIATION, INC.
1427 E. Division St., Evansville, Ind.
Telephone # 4-1520

MARION COUNTY RESIDENTIAL BUILDERS, INC.
206 Evans Bldg., 136 No. Delaware St., Indianapolis, Ind.
Telephone # MA-1387

MUNCIE HOME BUILDERS ASSOCIATION
221 Hutchinson, Muncie, Ind.
Telephone # 2-1264

HOME BUILDERS ASSOCIATION OF NORTHERN INDIANA
2801-9th Ave., Gary, Ind.

SOUTH BEND-MISHAWAKA HOME BUILDERS ASSOCIATION
Box 61-B, RR #6, Ireland Road, South Bend, Ind.
Telephone # AM-3-5108

HOME BUILDERS ASSOC. OF INDIANA, INC. (State)
310 K. of P. Building, Indianapolis, Ind.
Telephone # Market 3281

IOWA

HOME BUILDERS ASSOCIATION OF OTTUMWA (Iowa)
411 N. Milner St., Ottumwa, Iowa

HOME BUILDERS ASSOCIATION OF CEDAR RAPIDS
1628 Park Ave., S.E., Cedar Rapids, Iowa
Telephone # 3-9495

HOME BUILDERS ASSOCIATION OF DES MOINES
600 Mulberry St., Des Moines, Iowa
Telephone # 8-0236

HOME BUILDERS ASSOCIATION OF FORT DODGE
720-12th Ave., No. Fort Dodge, Iowa
Telephone # Austin 4-642

HOME BUILDERS ASSOCIATION OF MASON CITY
109 East State, Mason City, Iowa

QUAD CITY ASSOCIATION OF HOME BUILDERS
2434 Dugan Court, Davenport, Iowa
Telephone # 3-5054

HOME BUILDERS ASSOCIATION OF SIOUX CITY
434 Commerce Bldg., Sioux City, Iowa
Telephone # 5-9730

KANSAS

TOPEKA HOME BUILDERS ASSOCIATION
121 E. 8th St. Topeka, Kansas

WICHITA ASSOCIATION OF HOME BUILDERS
620 S. Minnesota, Wichita 2, Kansas
Telephone # AM 5-6273

MARYLAND

HOME BUILDERS ASSOCIATION OF MARYLAND
7 E. Lexington St., Baltimore 2, Md.
Telephone # PL 8-532

MAINE

HOME BUILDERS ASSOCIATION OF MAINE
119 Exchange St., Portland, Maine
Telephone # 3-1786

MASSACHUSETTS

HOME BUILDERS ASSOC. OF GREATER BOSTON
7 Water St., Boston 8, Mass.
Telephone # LA 3-2910

FRANKLIN COUNTY BUILDERS ASSOCIATION
12 Holland Ave., Greenfield, Mass.

HOME BUILDERS ASSOCIATION OF BRISTOL & PLYMOUTH COUNTIES
766 County St., New Bedford, Mass.

SPRINGFIELD HOME BUILDERS AND CONTRACTORS, INC.
134 Chestnut St., Springfield, Mass.

MASTER HOME BUILDERS ASSOC. OF WORCESTER
151 Main St., Worcester 8, Mass.
Telephone # 2-7392

MICHIGAN

MICHIGAN ASSOC. OF HOME BUILDERS (State)
307 American State Bank Bldg., Lansing, Mich.

BATTLE CREEK ASSOCIATION OF HOME BUILDERS
717 Upton Ave., Battle Creek, Mich.

BUILDERS ASSOC. OF METROPOLITAN DETROIT
2316 Dime Bldg., Detroit 26, Mich.
Telephone # WO 3-1454

FLINT ASSOCIATION OF HOME BUILDERS
1813 Bennett Ave., Flint 6, Mich.

GRAND RAPIDS HOME BUILDERS ASSOCIATION
800 Association of Commerce Bldg., Grand Rapids, Mich.

HOME BUILDERS ASSOCIATION OF KALAMAZOO
609 So. Burdick St., Kalamazoo, Mich.
Telephone # 5-1965

LANSING HOME BUILDERS ASSOCIATION
2012 Turner St., Lansing, Mich.

SAGINAW VALLEY BUILDERS ASSOCIATION
222 North Bates, Saginaw, Michigan

WASHTENAW COUNTY GENERAL CONTRACTORS, INC.
823 Arlington Blvd., Ann Arbor, Mich.

MINNESOTA

DULUTH HOME BUILDERS ASSOCIATION
414 Builders Exchange, Duluth 2. Minn.

MINNEAPOLIS HOME BUILDERS ASSOCIATION
1750 Hennepin Ave., Room B-15, Minneapolis, Minn.
Telephone # Lincoln-0531

ROCHESTER CHAPTER OF NAHB
625-10th Ave., S.E., Rochester, Minn.

ST. PAUL HOME BUILDERS ASSOCIATION
79 Western Ave., Commodore Hotel, St. Paul 2, Minn.
Telephone # Elkhurst 1-004

WILLMAR CHAPTER OF NAHB
725 E. 4th St., Willmar, Minn.

MISSOURI

HOME BUILDERS ASSOCIATION OF GREATER KANSAS CITY
4638 J. C. Nichols Parkway, Kansas City 12, Mo.
Telephone # Jefferson 6-366

HOME BUILDERS ASSOC. OF GREATER ST. LOUIS
7 No. Brentwood Blvd., Clayton 5, Mo.

NEBRASKA

HOME BUILDERS ASSOCIATION OF LINCOLN
2263 "Y" St., Lincoln, Nebr.
Telephone # 2-3395

OMAHA HOME BUILDERS ASSOCIATION
4807 Military Ave., Omaha, Nebr.
Telephone # Atlantic 3-240

NEW HAMPSHIRE

BUILDERS ASSOCATION OF NEW HAMPSHIRE
71 Bruce Road, Manchester, N. H.

NEW JERSEY

NEW JERSEY HOME BUILDERS ASSOC. (State)
16 Park Place, Military Park Hotel, Suite 733, Newark 1, N. J.

ATLANTIC HOME BUILDERS ASSOC. OF NEW JERSEY
Brighton Hotel, Atlantic City, N. J.
Telephone # 5-7493

HOME BUILDERS ASSOC. OF METROPOLITAN N. J.
Military Park Hotel, Suite 733, 16 Park Place, Newark 1, N. J.
Telephone # Market 3-0314

HOME BUILDERS OF NORTHERN N. J.
25 Essex St., Hackensack, N. J.
Telephone # Hubbard 7-2733

NEW JERSEY SHORE BUILDERS ASSOCIATION
37 Atlantic Ave., Manasquan, N. J.
Telephone # Manasquan 7-0502

HOME BUILDERS ASSOC. OF RARITAN VALLEY
46 Bayard St., New Brunswick, N. J.

HOME BUILDERS ASSOCIATION OF SOMERSET & MORRIS COUNTIES
47 Oakland Place, Summit, N. J.

HOME BUILDERS LEAGUE OF SOUTH JERSEY
622 Cooper St., Camden, N. J.

HOME BUILDERS ASSOC. OF MERCER COUNTY
146 Hanover St., Trenton, N. J.
Telephone # Trenton 9-2555

NORTHWEST N. J. CHAPTER OF NAHB
P. O. Box 131, Clinton, N. J.

NEW YORK

HOME BUILDERS ASSOCIATION OF ALBANY, INC.
105 Colvin Ave., Albany, N. Y.

BRONX HOME BUILDERS ASSOCIATION, INC
1280 East Gun Hill Rd., Bronx, N. Y.
Telephone # Kingsbridge 7-8181

CHEMUNG VALLEY HOME BUILDERS ASSOCIATION
57 East Market St., Corning, N. Y.
Telephone # Corning 2-1551

GENESSEE COUNTY BUILDERS ASSOCIATION
Box 364, Batavia, N. Y.

LONG ISLAND HOME BUILDERS INSTITUTE, INC.
570 Fulton Ave., Hempstead, L. I., N. Y.
Telephone # Hempstead 2-1103

NIAGARA FALLS HOME BUILDERS, INC.
210 Hancock Bldg., Niagara Falls, N. Y.
Telephone # 5711

THE NIAGARA FRONTIER BUILDERS ASSOC., INC.
1106 Morgan Bldg., Buffalo 2, N. Y.
Telephone # Cleveland 1850

HOME BUILDERS ASSOCIATION OF GREATER SYRACUSE, INC.
220 East Washington St., Syracuse 2, N. Y.
Telephone # 76-6212

ROCHESTER HOME BUILDERS ASSOCIATION
240 Powers Bldg., Rochester 14, N. Y.
Telephone # Baker 5487

ROCKLAND COUNTY HOME BUILDERS ASSOCIATION
6 Elish Parkway, Spring Valley, N. Y.

HOME BUILDERS ASSOCIATION OF SCHENECTADY
2048 Coolidge Place, Schenectady, N. Y.

NEW YORK HOME BUILDERS ASSOCIATION (State)
64 Metropolitan Oval, Parkchester, Bronx, N. Y.
Telephone # Talmadge 3-5300

SOUTHERN TIER HOME BUILDERS ASSOCIATION
102 Kelly Ave., Endicott, N. Y.

DUSO HOME BUILDERS ASSOCIATION
158 Grand St., Newburgh, N. Y.

STATEN ISLAND HOME BUILDERS ASSOCIATION
150 Bay St., Staten Island, N. Y.
Telephone # SA 7-4600

HOME BUILDERS ASSOC. OF WESTCHESTER, INC.
Westbourne, Alger Court, Bronxville, N. Y.
Telephone # Bronxville 2-3908

OHIO

HOME BUILDERS ASSOCIATION OF GREATER AKRON
Rm. 634, Second National Bldg., Akron 8, Ohio
Telephone # PO 2-2013

HOME BUILDERS ASSOCIATION OF STARK CO., INC.
243 Montrose Ave., N.W., Canton, Ohio
Telephone # 5-0207

HOME BUILDERS ASSOC. OF GREATER CINCINNATI
907 Union Trust Bldg., Cincinnati 2, Ohio
Telephone # GA-4242

HOME BUILDERS ASSOC. OF GREATER CLEVELAND
Allerton Hotel, E. 13th & Chester Ave., Cleveland 11, Ohio
Telephone # Cherry 1-2920

COLUMBUS HOME BUILDERS ASSOCIATION
16 E. Broad St., Suite 1300, Columbus, Ohio
Telephone # MA 1-397

HOME BUILDERS ASSOCIATION OF BUTLER COUNTY
1st National Bank Bldg., Hamilton, Ohio
Telephone # 4-7079

LORAIN HOME BUILDERS ASSOCIATION
824 Highland Park Blvd., Lorain, Ohio

HOME BUILDERS ASSOCIATION OF NEWARK
Box 28, Newark, Ohio

HOME BUILDERS ASSOCIATION OF PORTSMOUTH
930 10th St., Portsmouth, Ohio

HOME BUILDERS ASSOC. OF MAHONING VALLEY
3119 Market St., Youngstown 7, Ohio
Telephone # Sterling 8-8222

HOME BUILDERS ASSOCIATION OF MANSFIELD
648 Coleman Rd., Mansfield, Ohio

MONTGOMERY COUNTY BUILDERS ASSOCIATION
132 N. Main St., Dayton 1, Ohio
Telephone # Michigan-0323

NORTHWESTERN OHIO CONTRACTORS AND BUILDERS ASSOCIATION
793 Sereff Rd., Lima, Ohio

OHIO HOME BUILDERS ASSOCIATION (State)
111 East Gay St., Columbus 15, Ohio
Telephone # Fletcher-3112

HOME BUILDERS ASSOCIATION OF SANDUSKY
111 East Gay St., Columbus 15, Ohio
Telephone # 3932

CLARK COUNTY HOME BUILDERS ASSOCIATION
Ohio Fuel Gas Co., 101 W. High St., Springfield, Ohio

TOLEDO ASSOCIATION OF HOME BUILDERS, INC.
332 Spitzer Bldg., Toledo, Ohio

HOME BUILDERS ASSOCIATION OF MARION
R. R. #1, Marion, Ohio
Telephone # 2-6660

PENNSYLVANIA

PENNSYLVANIA HOME BUILDERS (State)
345 Fourth Ave., Pittsburgh, Pa.

THE HOME BUILDERS ASSOCIATION OF METROPOLITAN PITTSBURGH
345 Fourth Ave., Pittsburgh, Pa.
Telephone # AT 1-9534

HOME BUILDERS ASSOC. OF FAYETTE COUNTY
62 E. Main St., Uniontown, Pa.

HOME BUILDERS ASSOC. OF GREATER JOHNSTOWN
701 Belmont Ave., Johnstown, Pa.

HOME BUILDERS ASSOC. OF NORTHWESTERN PENN.
Suite 311, Security Peoples Bank Bldg., Erie, Pa.
Telephone # 2-2712

LEHIGH VALLEY HOME BUILDERS ASSOCIATION
2150 Livingston St., Allentown, Pa.

MONROE COUNTY BUILDERS AND CONTRACTORS ASSOCIATION
R. D. #1, East Stroudsburg, Pa.

HOME BUILDERS ASSOCIATION OF PHILADELPHIA & SUBURBS
Robinson Bldg., 42 So. 15th St., Philadelphia, Pa.
Telephone # RI 6-6588

SHENANGO VALLEY HOME BUILDERS ASSOC., INC.
P. O. Box 303, Sharon, Pa.

RHODE ISLAND

HOME BUILDERS ASSOCIATION OF RHODE ISLAND
Rm. 211, 433 Westminster St., Providence, R. I.

WEST VIRGINIA

HOME BUILDERS ASSOCIATION OF CHARLESTON
1403 Summit Drive, Charleston 2, W. Va.

WISCONSIN

MADISON BUILDERS ASSOCIATION
206 E. Main St., Madison 3, Wisc.
Telephone # 5-6579

HOME BUILDERS ASSOCIATION OF LACROSSE
1322 Market St., La Crosse, Wisc.

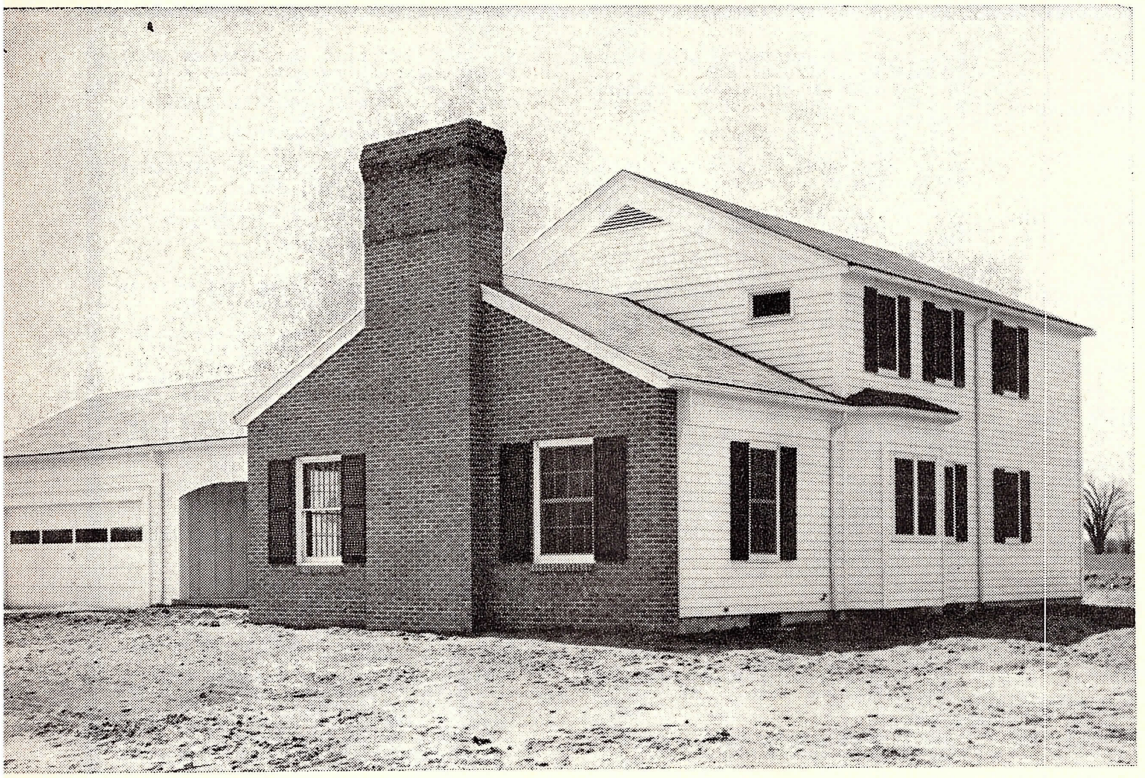
MILWAUKEE BUILDERS ASSOCIATION
6511 W. Blue Mound, Milwaukee, Wisc.
Telephone # Bluemound 8-9850

ROCK COUNTY BUILDERS ASSOCIATION
2652 Riverside Dr., Beloit, Wisc.

WISCONSIN BUILDERS ASSOCIATION (State)
206 E. Main St., Madison, Wisc.

RACINE-KENOSHA HOME BUILDERS ASSOCIATION
610 Main St., Racine, Wisc.
Telephone # 4-1713

NOTE: Only Telephone Numbers listed that were available.



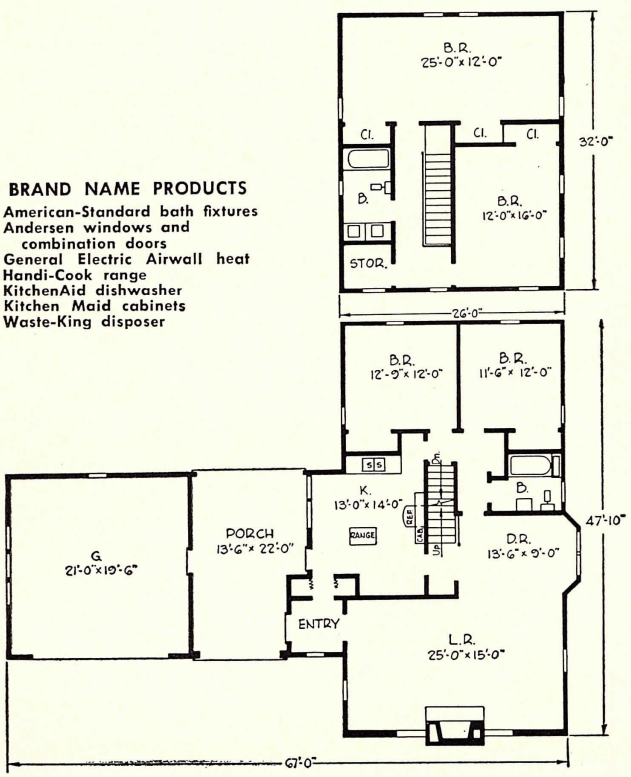
Rochester, N.Y.—

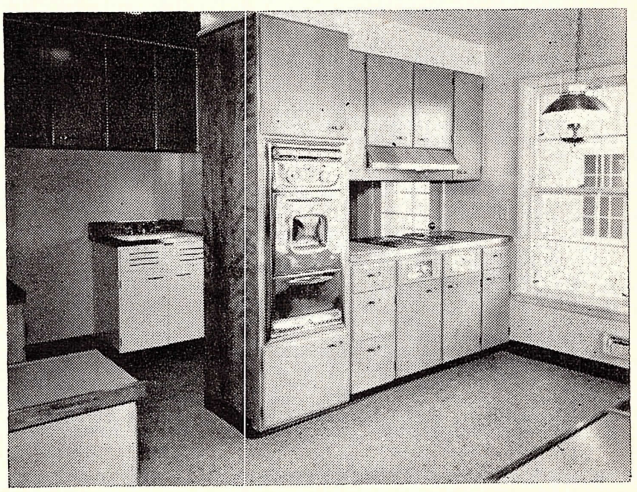
flexible living built into two-story colonial

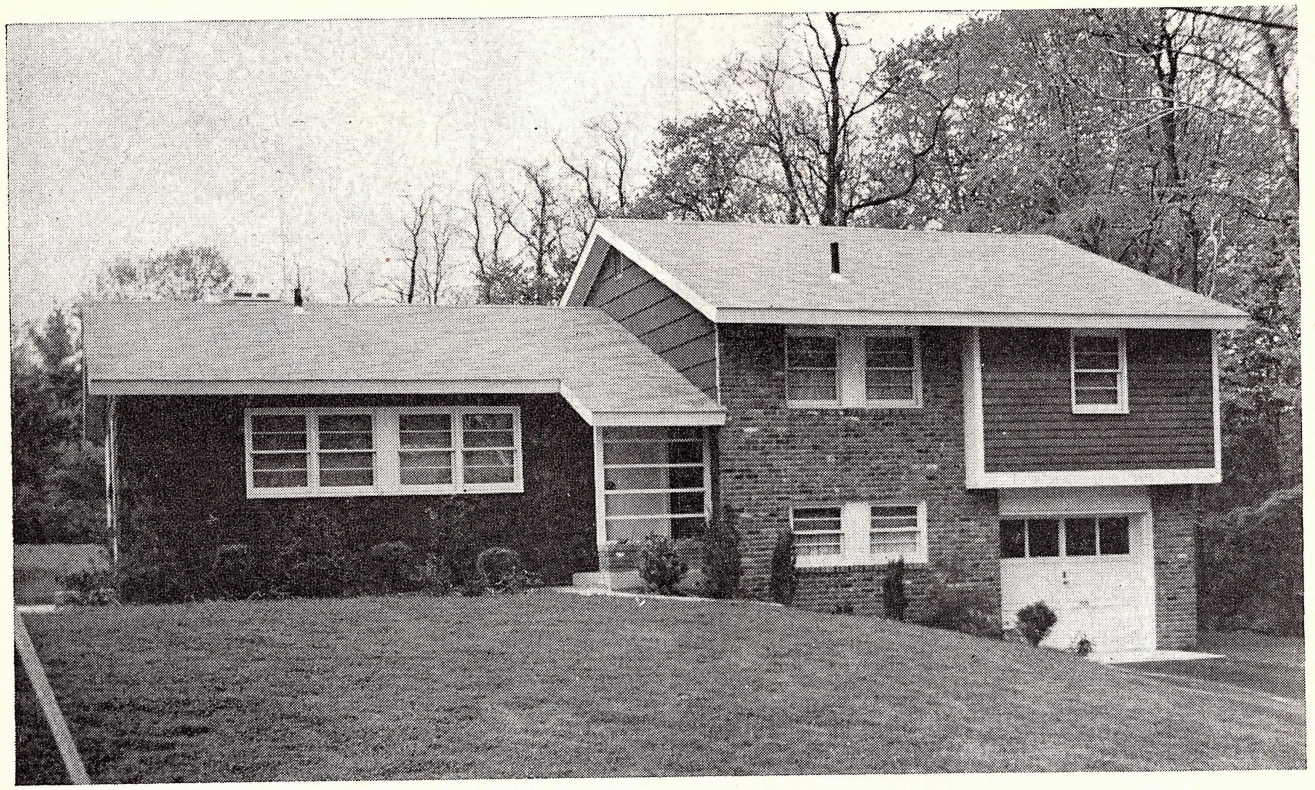
For the family with children who spend part of the time away from home, this Maryland colonial design has proven very popular, according to Daniel W. Fraysier, president of the Fraysier-Brumber Corporation of Rochester, New York. The house has two bedrooms and a bath on each floor and was planned by Cyril Tucker, architect, so that the upper floor can be shut off when there is no need for the space. Price of $38,000 includes landscaping, blacktop driveway and $3,500 lot in the South Meadowbrook tract. Counter-top range and built-in oven help to form a peninsula in the kitchen, where laundry equipment has also been installed.

BRAND NAME PRODUCTS

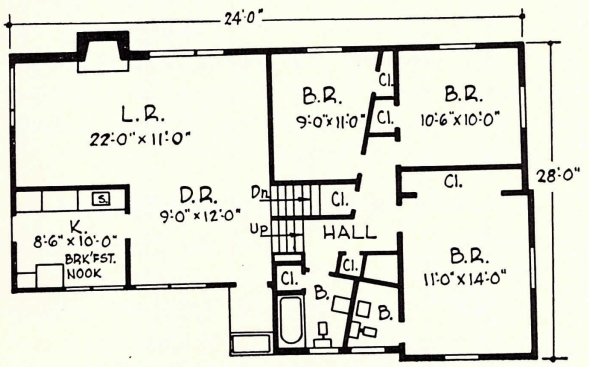
American-Standard bath fixtures
Andersen windows and combination doors
General Electric Airwall heat
Handi-Cook range
KitchenAid dishwasher
Kitchen Maid cabinets
Waste-King disposer

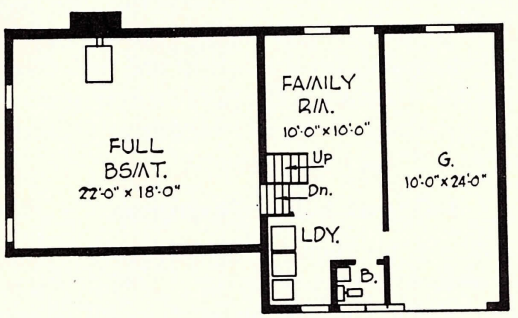






—Sea Cliff, N.Y.

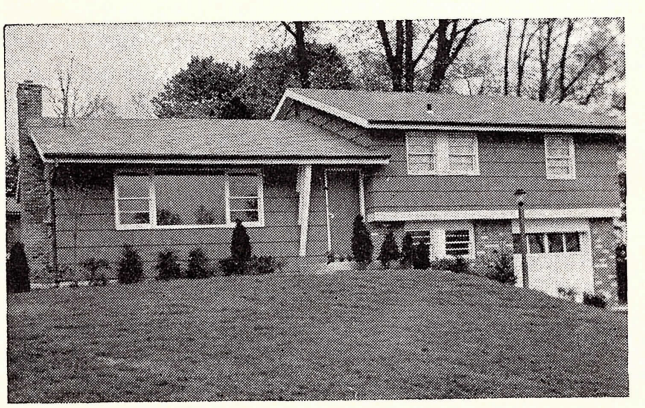




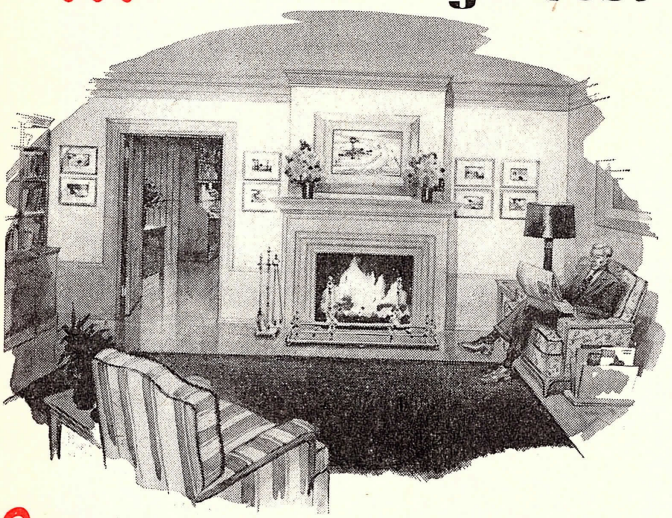
split-levels arranged in community plan

The "House of the Year" split-level homes designed and built by Newell & Daniel in Sea Cliff, a north shore Long Island community, range from $20,990 to $25,000 with landscaped lots of one-quarter to three quarters of an acre. To eliminate through traffic, one gateway serves the entire community, where 41 of the homes were started in May.

The house below is designed for buyers who prefer kitchen and dining room facing to the rear. Bedroom arrangement is virtually the same in either plan.



For High Quality Woodwork ... Without High Cost



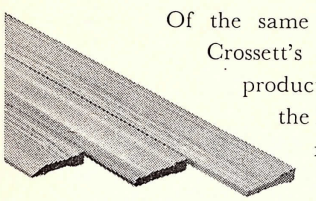
Specify ARKANSAS SOFT PINE

Satin-like Interior Trim

Here's top quality woodwork equal on all counts to custom millwork, but providing the crucial advantage of sharply lower cost through quantity production. Crossett supplies this highly refined trim in A. I. A. approved contours or standard patterns, affording you the widest choice.

Truly Satin-like, Arkansas Soft Pine's soft texture works easily to close detail, contours matching exactly at miters. Free from pitch and supplied at specified moisture content, the wood doesn't shrink or swell. Thus stabilized, it absorbs primers evenly, holding finish coats uniformly smooth, permanently free from raised grain.

FOR BUILT-INS AND STAIR WORK



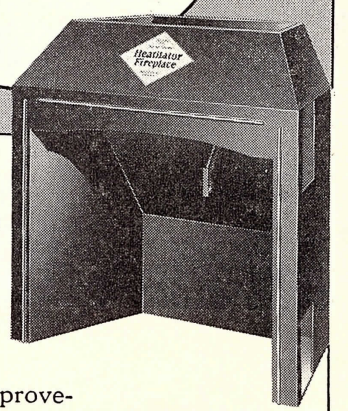
Typical of authentic patterns promptly available.

Of the same guild-craft refinement, are Crossett's related Arkansas Soft Pine products for built-ins, stair work and the like, identified by these trademarks and available at your local lumber dealer's. For further information, address:

CROSSETT
LUMBER COMPANY
A Division of The Crossett Company
CROSSETT, ARKANSAS

SATIN-LIKE ARKANSAS SOFT PINE TRADE MARK REG. U.S. PAT. OFF. INTERIOR TRIM

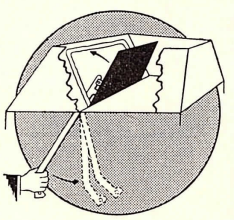
New! Improved! 3-Star HEATILATOR FIREPLACE



with the Pressure Seal Damper

Here's the latest improvement in fireplace construction that will appeal to home builders and buyers everywhere. An exclusive Heatilator feature, the new Pressure-Seal Damper stops loss of house heat up the flue . . prevents chimney downdrafts from chilling the room when the fireplace is not in use.

Actually Seals Fireplace Throat



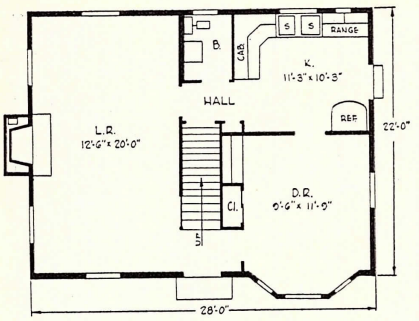
When the Pressure-Seal Damper is closed, the damper blade sets snugly against a specially designed asbestos gasket. Then slight additional pressure on the damper handle locks the blade firmly against the gasket in an air-tight seal. Ideal as a heat and fuel saver in any home—a must in the fully air-conditioned home to prevent the loss of expensive summer cooling as well as winter warmth.

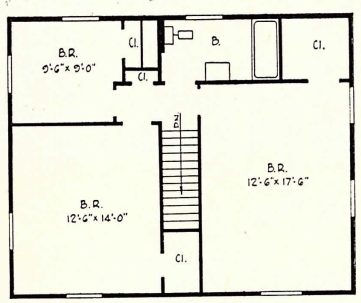
3 Great Sales Features

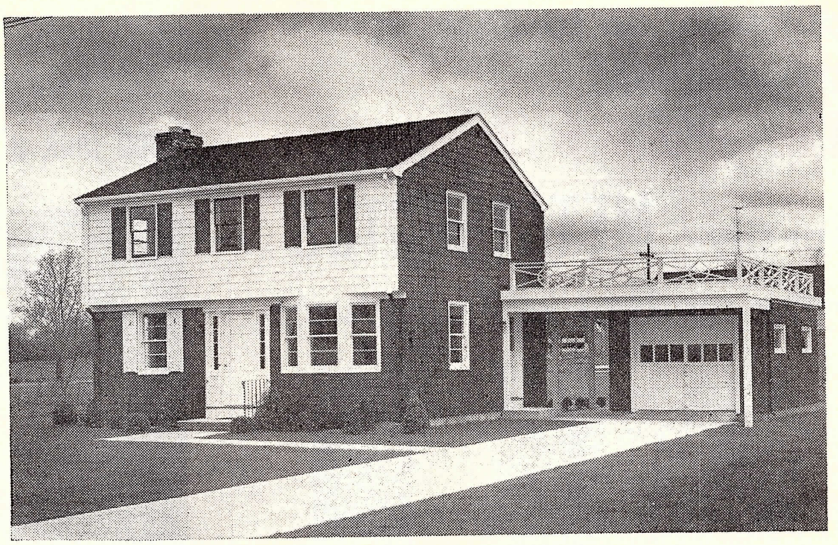
Now, only the new 3-Star Heatilator unit gives you these 3 sales features . . . ★*Circulates warm air* to all corners of the room . . . ★*Will not smoke*—scientifically designed to assure correct operation . . . ★*Damper seals air-tight.* Write today for complete information. Heatilator Inc., 927 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR® FIREPLACE

Seekonk, Mass.—

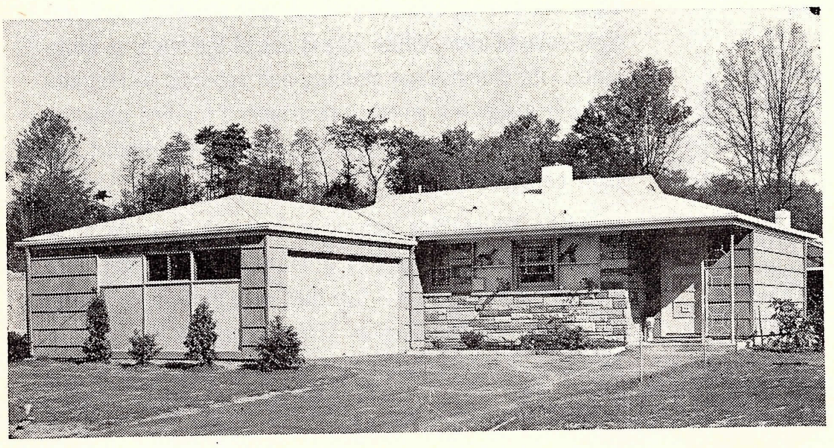


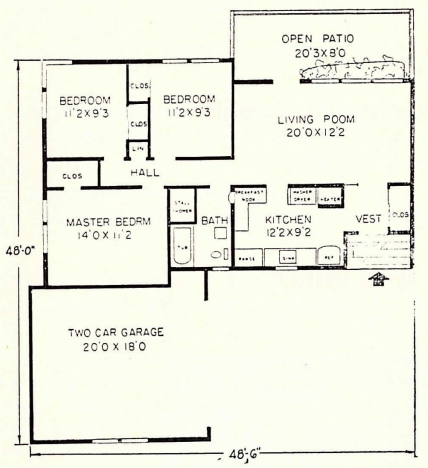




Colonial with terrace over garage

Breezeway and garage acts as a base for large terrace area adjoining upper level of this two-story colonial, one of several designed and built by Fred A. Benson in Seekonk, Massachusetts, a suburb of Providence, Rhode Island. Price of $15,000 includes landscaped 100x100 lot, Radair baseboard heating, Chrysler Airtemp warm air furnace, Minneapolis-Honeywell controls, Andersen windows, ceramic tile bath, fireplace and concrete driveway.





Emerson, N.J.—

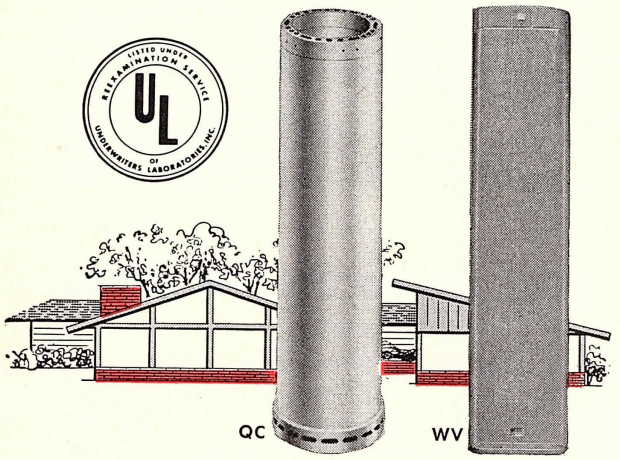
16 exteriors offered with three-bedroom plan

The Continental Woods project of the Eagle Construction Company (Milton E. Zerman) at Emerson, New Jersey, a New York suburb provides variety for 301 three-bedroom houses with combinations of four plans and 16 exteriors designed by Morris L. Tepman, architect. Priced at $15,290, the home can be acquired by a veteran for $290 down and a 30-year 4½ per cent mortgage. Slab-built, the house is radiant heated by a York-Shipley Table-Topper furnace in the kitchen. One corner of this room contains a Bendix Duomatic washer-dryer, another a built-in leatherette seat for a breakfast nook. Windows are wood double-hung in front but of the aluminum sliding type elsewhere. Window wall of living room overlooks 8x20 patio.

put safe, up to date gas venting in your homes

specify **METALBESTOS**

—the modern venting system



A COMPLETE LINE OF TYPE B VENTS

Approved by Underwriters' Laboratories. Correctly designed for use with all approved gas appliances requiring Type B vents. (Not for use with oil-burning appliances or gas-fired incinerators.)

QC METALBESTOS
Round Vent—for standard venting applications where space is not restricted.

WV METALBESTOS
Oval Vent—specially designed for in-the-wall venting.

Complete line of fittings available for both round and oval systems.

correctly designed The first double-wall, insulated venting system — thin inner pipe heats quickly for proper venting — air space and outer pipe conserves vent gas heat, prevents overheating of adjacent construction.

safe, strong, durable Sturdy outer jacket to protect vent from damage . . . safe, gastight couplers that won't pull apart . . . aluminum inner pipe for maximum corrosion resistance. Metalbestos vents last the lifetime of the house, eliminate costly repairs or replacement.

easy to install Lightweight, easily handled pipe — special couplers for rapid assembly — no cement, mastic or special tools needed.



TYPE B-W INSTALLATION KIT
Simplifies venting of recessed wall heaters—fits inside 2 x 4 walls without furring out. Contains all fittings and directions needed to make safe, officially correct installation. Designed for use with WV oval pipe.

Choose Metalbestos for the best job at the lowest cost.

Stocked by principal jobbers in large cities. Factory warehouses in Atlanta, Dallas, Philadelphia, Kansas City, Chicago, New Orleans.

METALBESTOS DIVISION
WILLIAM WALLACE COMPANY · BELMONT, CALIF.

take a good look at IDAHO WHITE PINE



one of 10 woods from the WESTERN PINE region

Light but strong, straight-grained, soft and even-textured, light-colored Idaho White Pine is one of the few true white pines. Its dimensional stability and splendid workability make it a superior wood to recommend for fine paneling and woodwork, pattern-making, siding, all residential and light construction.

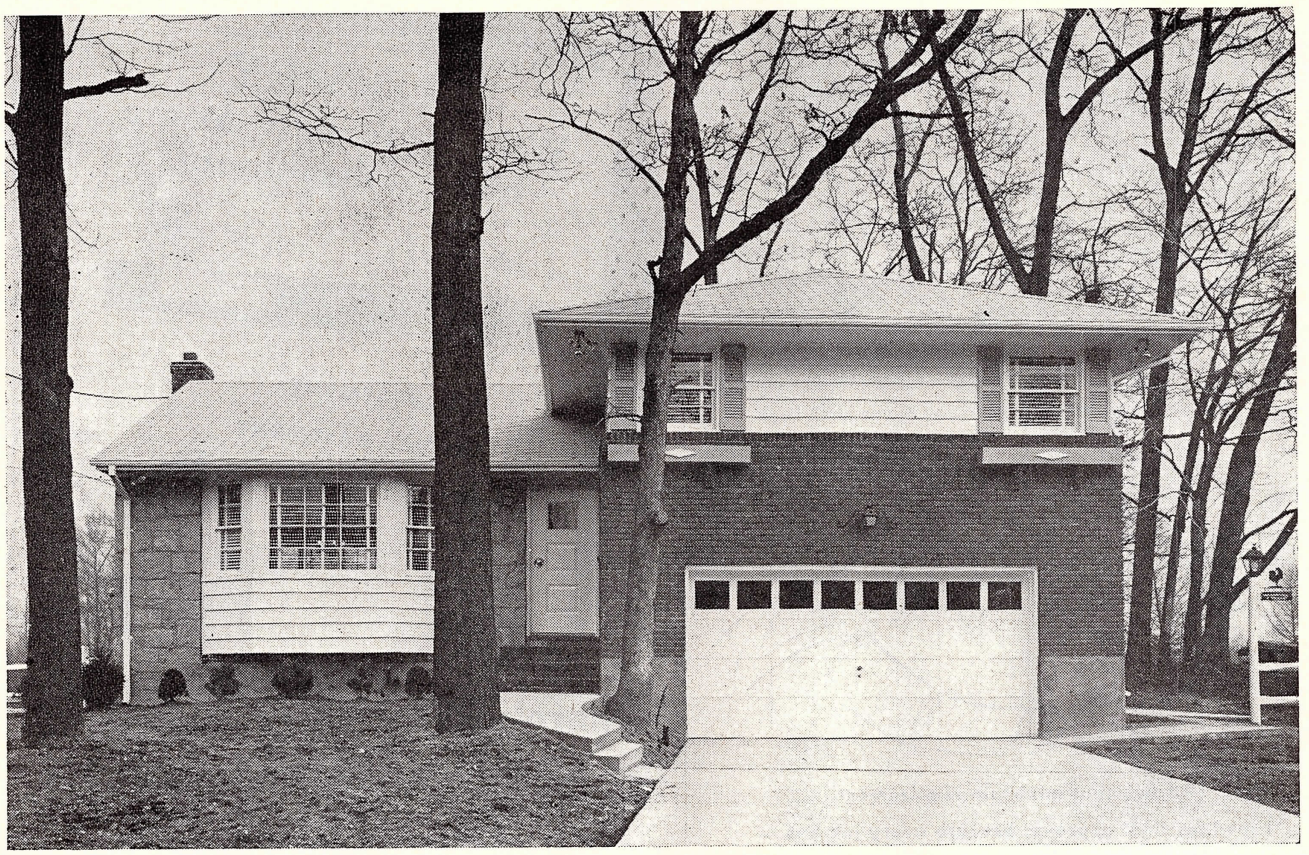
Idaho White Pine comes in **3 select, 5 common, 4 bevel siding, and 4 factory grades.** You can order it in straight or mixed cars—together with other woods from the Western Pine region—from many Western Pine Association member mills!

the Western Pines
- IDAHO WHITE PINE
- PONDEROSA PINE
- SUGAR PINE

the Associated Woods
- LARCH
- DOUGLAS FIR
- WHITE FIR
- ENGELMANN SPRUCE
- INCENSE CEDAR
- RED CEDAR
- LODGEPOLE PINE

get the facts to help you sell IDAHO WHITE PINE

Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Building, Portland 4, Oregon



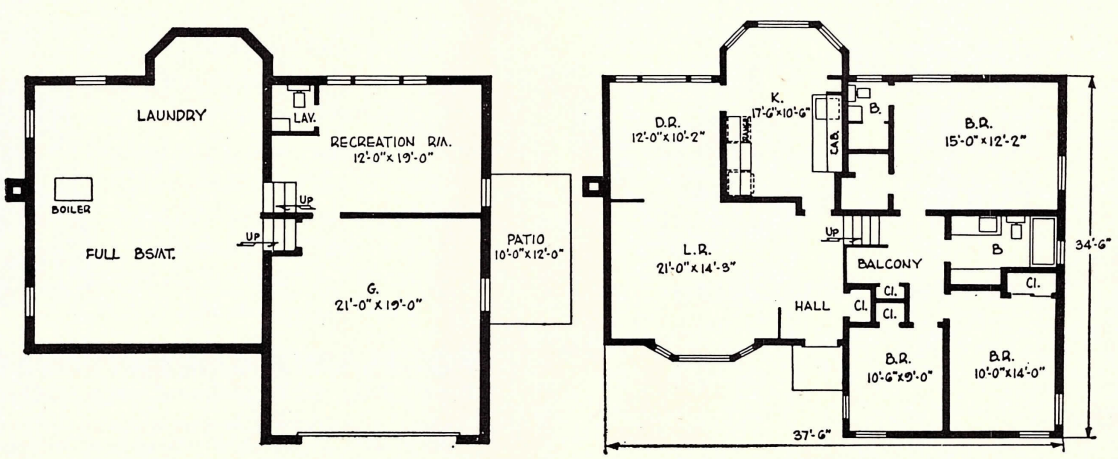
Merrick, N.Y.—

entrance from cul-de-sac is 14-foot concrete drive

Wooded settings along cul-de-sac streets are a special attraction at the Great Oaks development now under way by Sokolov Bros. & Sons at Merrick, Long Island. Concrete drives 14 feet wide lead to two-car garages and the main entrances. Center hall four-level houses are in $20,690 range; comprise seven and one-half rooms, two and a half baths, garage, basement.

Design details by Karl Bloch, architect, include a 21-foot living room with cathedral ceiling, studio foyer with New Orleans pas-a-grille rails, paneled dining bay in addition to separate dining room, and paneled recreation room with built-in bookcases.

Hotpoint range, refrigerator, dishwasher and clothes washer are appliances furnished.





- **Meets FHA two-coat minimum requirement.**
- **Expedites final approval because every job has that new, finished look.**
- **Does away with the touch-up job.**
- **Speeds shake application and trim painting.**
- **Reduces on-the-job inventories.**
- **Stops waste of shakes.**
- **Prevents delays waiting for colors.**
- **Eliminates all color match problems.**
- **Stimulates sales through customer choice of TWENTY modern finish colors.**
- **Satisfies the architectural needs of modern homes.**
- **Costs no more than conventional stained shakes.**

Weatherbest

OPTIONAL KOLOR PLAN



FOR FULL INFORMATION

SEE YOUR WEATHERBEST DISTRIBUTOR OR DEALER OR WRITE

WEATHERBEST CORPORATION, N. Tonawanda, N. Y.



There's extra sales appeal *in Houses with Basements*

Home owners want basements. Tastes differ by regions but for the nation as a whole there is an overwhelming preference for basements.

Latest surveys conducted by national magazines show this demand. Here is the proportion of those surveyed by each magazine who want basements:

American Home	67.0%
Better Homes and Gardens	65.0%
Colliers	73.0%
Curtis Publishing Co.	76.9%
Parents	76.3%
Small Homes Guide	65.2%

Such popularity is easily understood. A basement provides the most economical space for storage, heating plant, playroom, workshop, darkroom or laundry. Putting these facilities in the basement leaves more lot space for lawn, flowers and outdoor living.

A concrete basement affords the home owner extra safety too because it provides protection from atomic blasts and tornadoes. This is especially true if, in addition, the first floor is concrete.



All good reasons why basements put extra sales appeal in your houses. So write for a free booklet, "*Concrete Basements*," distributed only in the U. S. and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. 7-3, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

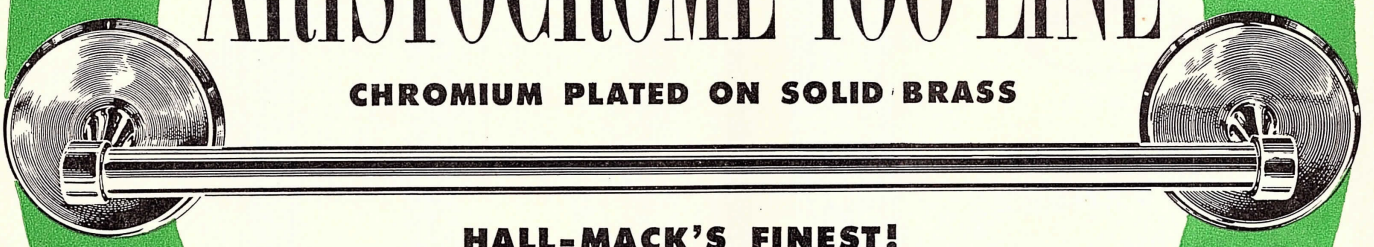
A high note in low-cost luxury . . .

THE NEW

HALL-MACK®

ARISTOCROME "400" LINE

CHROMIUM PLATED ON SOLID BRASS



Towel Bar

HALL-MACK'S FINEST!

The gleaming, lustrous beauty of Hall-Mack's new ARISTOCROME "400" line creates a bathroom of distinctive beauty...of charm and grace that can't be copied. And there's more. It's the way Hall-Mack accessories are built—for there is no finer quality anywhere!

Each sparkling piece is made entirely of solid brass—and brass has no equal as a base for fine chromium plate. ARISTOCROME'S dramatic styling will enhance any decorative scheme.

When you specify ARISTOCROME "400"—you can be sure that the bathroom beauty of new accessories is there to stay—now and forever!

Specify Hall-Mack—and Hall-Mack quality —everytime!



Soap Holder

Tumbler and Toothbrush Holder

ONE OF A SERIES ON HALL-MACK CREATIONS IN CHROME

Sold by Leading Plumbing, Tile and Hardware Dealers Everywhere

HALL-MACK COMPANY 1380 W. Washington Blvd. Los Angeles 7, California • 7455 Exchange Ave. Chicago 49, Illinois • 1000 Main Avenue Clifton, New Jersey

Keep DESIGN in mind

THOMASON FLUSH DOORS

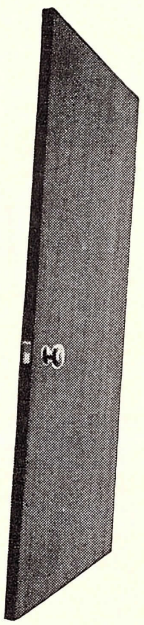
Give You a Choice of

8

(or more)

BEAUTIFUL FACE VENEERS

...but only ONE high quality!



In residential, institutional, industrial or commercial structures . . interior and exterior door design is important.

THOMASON Flush Doors add more eye-appeal and blend pleasingly with architectural features.

Make THOMASON Flush Doors a part of your planning. From the finest quality of foreign and domestic woods, you can choose a face veneer to suit your needs.

JUST LOOK AT THIS CHOICE OF FACE VENEERS

Philippine Mahogany, African Mahogany, Genuine Honduras Mahogany, Walnut, Oak, Birch, Knotty Pine, Gum, or any face veneer desired. In addition, THOMASON plastic-faced flush doors are available in all domestic and foreign wood grain plastics, as well as in decorative plastics.

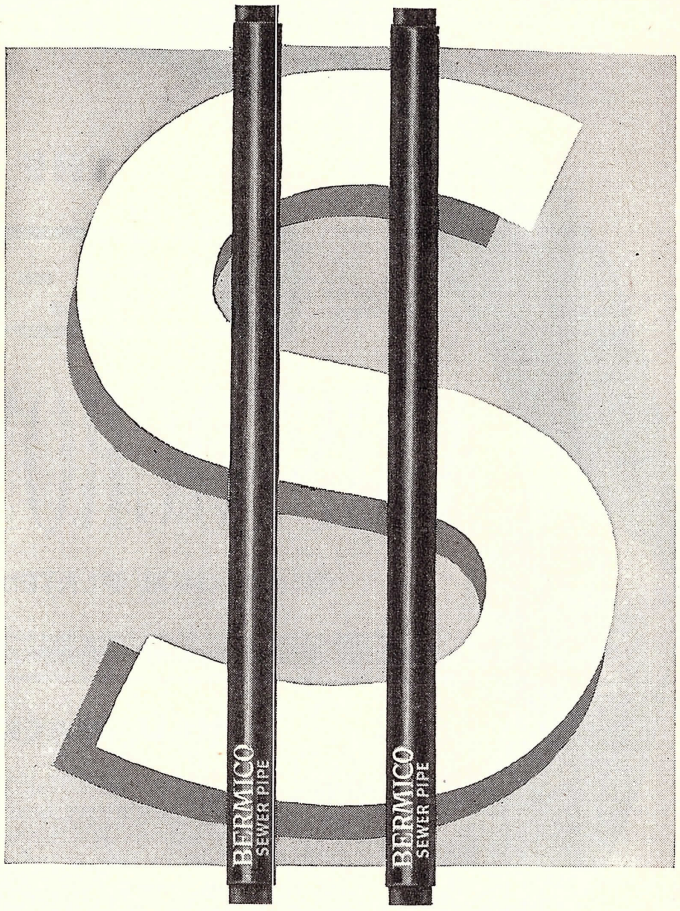
Remember: *keep design in mind . . . buy from the THOMASON line.*

THOMASON FLUSH DOORS

THOMASON PLYWOOD CORPORATION

Fayetteville. • North Carolina

PIPELINE TO PROFITS



BERMICO®

SEWER AND PERFORATED PIPE

Bermico builds bigger profits for you because you can sell it for so many uses:

- New house connections
- New sewage systems
- Down-spouts
- Replacements
- Foundation drains
- Septic tank disposal beds
- Land drainage
- Irrigation

For repeated sales turnover and steady profits—plus faster, easier, better installations, Bermico is by far your best buy. It is root-proof . . . corrosion-proof . . . gives water-tight joints without requiring joining compound . . . lasts a lifetime . . . comes in all sizes from 2- to 6-inch diameter in 8-foot lengths, and with a complete line of fittings.

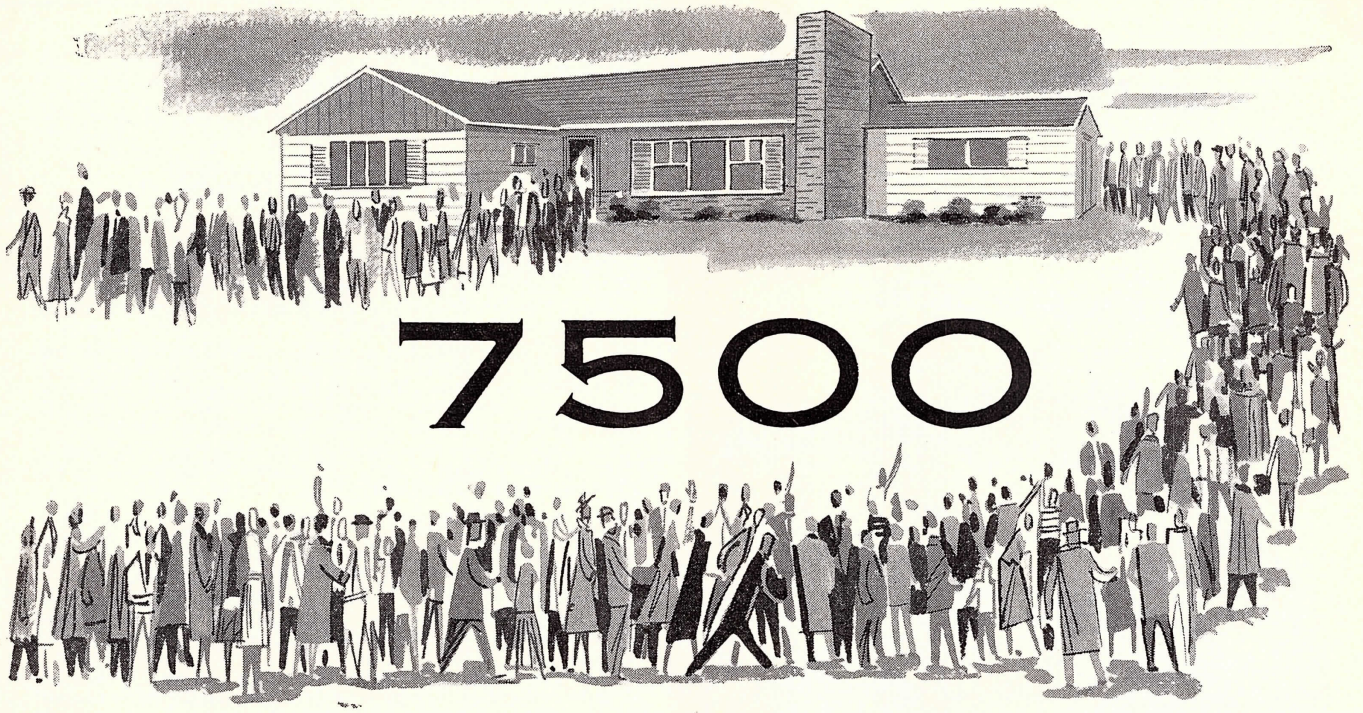
For complete information, write Dept. HB-7 at our Boston office.



BROWN COMPANY, Berlin, New Hampshire
CORPORATION, La Tuque, Quebec

General Sales Offices: 150 Causeway Street, Boston 14, Mass.
Dominion Square Building, Montreal, Quebec

SOLKA & CELLATE PULPS • SOLKA-FLOC • NIBROC PAPERS
NIBROC TOWELS • NIBROC KOWTOWLS • NIBROC TOILET TISSUE
BERMICO SEWER PIPE & CONDUIT • ONCO INSOLES • CHEMICALS



7500

New Home Prospects

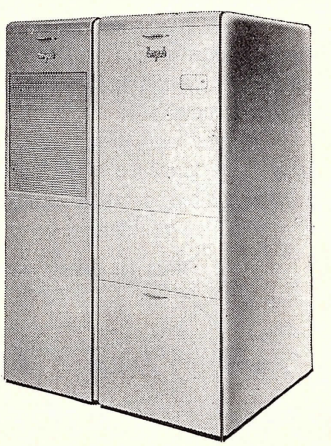
...came to inspect this attractive model home  erected by noted builder, C. Di Felice * (average price $22,500).

A feature attraction was year 'round air conditioning by Bryant's famous "Command-Aire" Twins. 

Result: SOLD 50 sales in 90 days... a profitable transaction for which Mr. Di Felice gives due credit to the strong sales appeal inherent in the "Command-Aire" equipped home. Specifically, Mr. Di Felice . . . and home buyers . . . liked these unique features of the Bryant "Command-Aire" system . . .

- ***A new low price***—makes "Command-Aire" conditioning a practical feature in moderately priced homes.
- ***Unusually compact design***—permits the "Twins" to be installed in a closet or alcove . . . saves up to 100 dollars in space costs per home.
- ***Independent heating and cooling units***—assure proper delivery of air for both heating and cooling . . . provide better dehumidification control . . . eliminate overload on furnace blower.
- ***Cooling initially—or later***—The "Command-Aire" furnace member can be installed first, and the cooling "Twin" offered later . . . whichever is most convenient for the buyer.

A unique Bryant warranty eliminates service headaches.





*Mr. Di Felice's homes, offered in 3 and 5-bedroom styles, are located at Bob White Farm, a 200-acre tract of scenic land in Montgomery County near King of Prussia, Pa.

bryant®

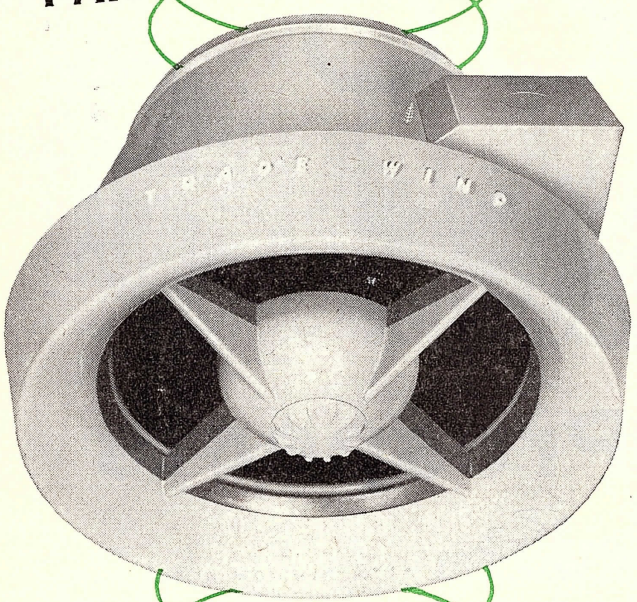
HEATING • AIR CONDITIONING • WATER HEATING

For full information write **BRYANT HEATER DIVISION, 17825 St. Clair Ave., Cleveland 10, Ohio**

FAR MORE CAPACITY

FAR BETTER LOOKING

FAR LESS NOISE



AND ALL THESE NOW
FOR AN EXTRA LOW PRICE

Trade-Wind

AXIAL FLOW

V E N T I L A T O R

Trade-Wind's new Axial Flow Ventilator is sweeping the light construction market. It gives builders, architects and owners **everything** they want to do a **thorough** ventilating job **economically.**

Priced with the lowest . . . outstanding in appearance . . . performance that equals the best . . . and unbelievably quiet in operation. That's the story on Trade-Wind's new Axial Flow Ventilator.

Write for complete details today.

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD. • RIVERA, CALIFORNIA

Dept. AB

Suggestion for BUILDERS

You find, when selling a house, that its special features help you make the sale. You know, too, that a lot of sales are closed in the kitchen—because that room is the focal point of interest for the homemaker.

A few years ago, the progressive builder could sell his houses if the kitchen had space for an electric range and electric refrigerator. Then he found that his kitchens must accommodate several more electric appliances. In fact, it usually was difficult to make the sale without them.

Now there's one more appliance that customers demand—a modern home freezer. The reason? They want to **be modern—live electrically!**

More and more home buyers every year want this appliance that saves them time, money and labor, allows them to serve better meals, at lower cost. Last year, more than 1,000,000 freezers were installed in American homes.

That's why you should design your kitchens with space for a freezer—allowing, too, for the weight of this appliance and its contents, in figuring the load-bearing strength of the floor.

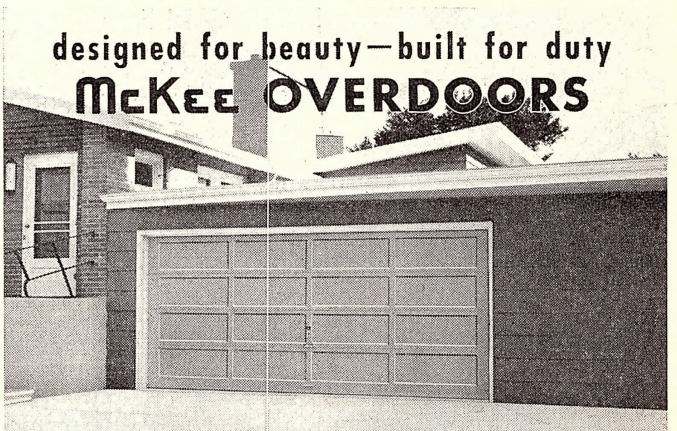
Don't miss out on this important selling feature. If you need more information, write to any of the manufacturers listed below—or see their dealers in your community.

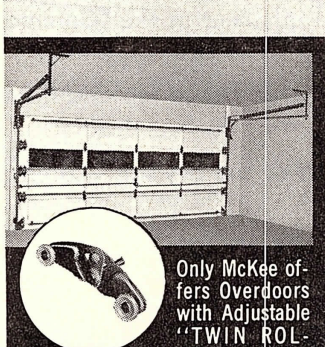
FARM & HOME FREEZER SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLEY • DEEPFREEZE
FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT
INTERNATIONAL HARVESTER • KELVINATOR • NORGE • PHILCO
QUICFREZ • REVCO • SEEGER • WESTINGHOUSE

designed for beauty—built for duty

McKEE OVERDOORS





Only McKee offers Overdoors with Adjustable "TWIN ROLLORS"

Customers choose McKee Overdoors for their ease of operation, appearance and distinctive panel designs. Builders prefer McKee Overdoors for their quality construction, ease of installation, and McKee distributor cooperation. Architects specify McKee for their good design and practicability. Sum-up the reasons and you have product acceptance—the kind of acceptance that is making McKee one of the fastest growing names in the building industry.

FREE CATALOG
Write for FREE literature on McKee Overdoors. Also, see FILE 15i/Mc in Sweet's Architectural File.

McKEE DOOR Company
MAIN OFFICE AND FACTORY
110 Hankes Ave. • Aurora, Illinois

SOME DISTRIBUTORSHIPS AVAILABLE

presenting...the CONTINENTAL

contemporary

COMBINATION STORM AND SCREEN DOOR



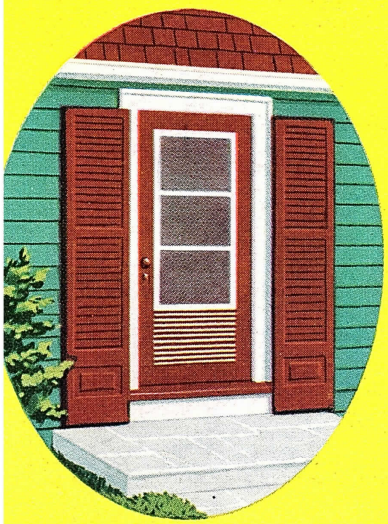
THE "PICTURE FRAME" Contemporary represents the ultimate in classic beauty and simplicity.

another new Continental Door to give entrance and home that new "Outlook"!

There's a triple accent—on *beauty*—on *utility*—and on *value*—in the delightfully different Contemporary Combination Storm and Screen Door by Continental. Its brand-new fluted panel design immediately excites intriguing new possibilities for attractive color combinations, and contributes architecturally towards achieving the popular horizontal look for any home.

The Contemporary is designed for quick and easy interchangeability of storm sash and screen panel. Sash and screen panels are offered in three styles: one-light with flush insert; three-light with flush insert; and one-light with the protruding "picture frame" insert which is so rapidly gaining wide preference.

All this—with the very real value that has come to be identified with quality Continental construction —makes the Contemporary *the finest all-weather door in the popular-price* field!



THE THREE-LIGHT insert with tasteful fluting treatment, suggests the wide variety of decorative color combinations that can be used.



THE CONTEMPORARY with one-light flush-frame insert, adapts itself to any style of architecture.

Continental

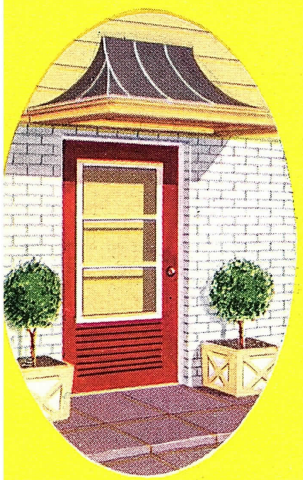
SCREEN COMPANY

1323 Book Building
Detroit 26,
Michigan

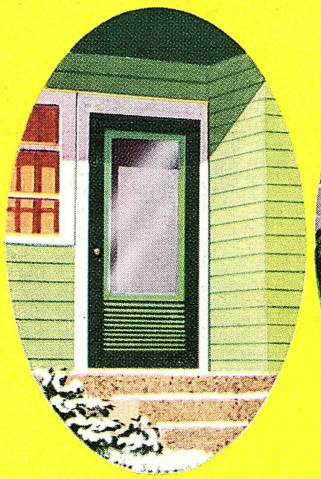
HOW TO GIVE ANY HOME

THAT "contemporary look"...

infinite opportunities for attractive, "personalized" COLOR COMBINATIONS



. . . Paint the insert frame the home exterior color, with contrast color on rest of door . . .



. . . or the insert frame and the flutes . . .



. . . the Contemporary in classic all-white is beautiful . . .



. . . how to accentua the "picture frame effect . . .



. . . let the insert and flutes offer the contrast, leaving the rest of the door white . . .



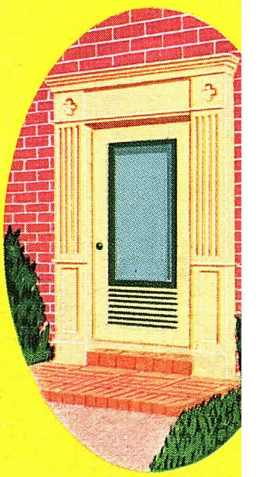
. . . the Contemporary offers decorative possibilities to suit every taste . . .



. . . for instance, a contrast color on stiles, rails and flute separations; trim on the insert panel, and exterior color in the flutes . . .



. . . even the simplest entrance gets a new, modern appearance . . .



. . . while the form entrance takes on ne dignity with a Co temporary Door.

Finest Continental Quality

Made of Ponderosa Pine . . . The wood of warmth, beauty and durability.

Mortise and tenon construction.

All wood parts treated with Woodlife, water repellent wood preservative. Resists rot, warping, shrinking or swelling.

Glass in sash panels bedded in putty and held in place with wood molding.

One-light sash inserts glazed with double strength glass, Three-light insert glazed single strength.

Flush screen panels wired with either galvanized or non-corroding, non-rusting aluminum cloth as desired. Protruding "picture frame" screen insert available with aluminum cloth only.

Door frame and flush inserts 1-1/8″ in thickness; "picture frame" insert is 1-3/4″ thick, protrudes 5/8″.

Continental products are manufacture

THE WABASH SCREEN DOOR COMPANY • Minneapolis • Memphis
OWOSSO MANUFACTURING COMPANY • Owosso, Michigan
PHILADELPHIA SCREEN MANUFACTURING COMPANY • Philadelphia

and Sold Through

CONTINENTAL SCREEN COMPAN

1323 BOOK BUILDING • DETROIT 26, MICHIGAN

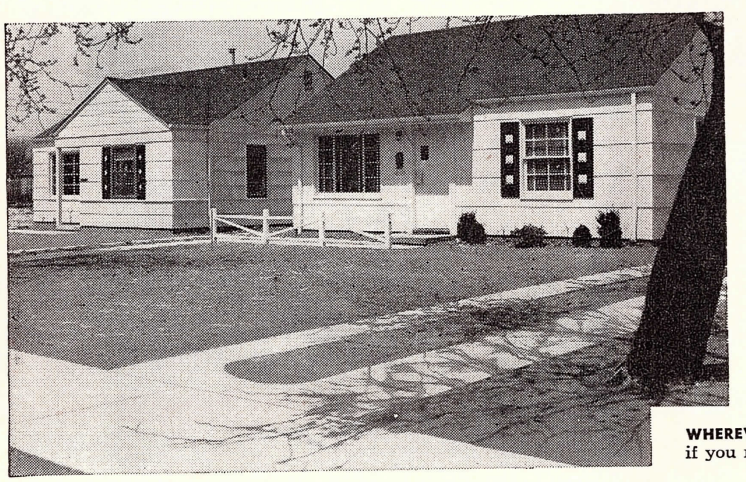


SMOOTH, CRACK-FREE REINFORCED CONCRETE dresses up modern homes like this one. American Welded Wire Fabric will keep this driveway and the sidewalks in good condition for many years.

CONCRETE SLABS ON COMMERCIAL PROPERTIES need the extra strength provided by American Welded Wire Fabric. Traffic loads adjacent to commercial properties are heavy and frequent but American Welded Wire Fabric will keep this shopping center attractive and free from ugly, heavy destructive cracking.



This tag is a sign of quality in wire fabric reinforcement



CONCRETE sidewalks, driveways, patios, floor slabs, and walls can be only as good as the wire fabric that reinforces them. That's why we take so much care in making American Welded Wire Fabric . . . why we religiously check wire size, spacing, welding, and strength to make sure every shipment is as good as we can make it.

As a result, American Welded Wire Fabric not only meets, but exceeds the new ASTM Specification A 185-53T. Your local American Wire Fabric Distributor can supply a style and size to suit any job.

WHEREVER CONCRETE IS USED, it will serve better and last longer if you reinforce it with American Welded Wire Fabric.

AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION, GENERAL OFFICES: CLEVELAND, OHIO
COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

EVERY TYPE OF REINFORCED CONCRETE CONSTRUCTION NEEDS

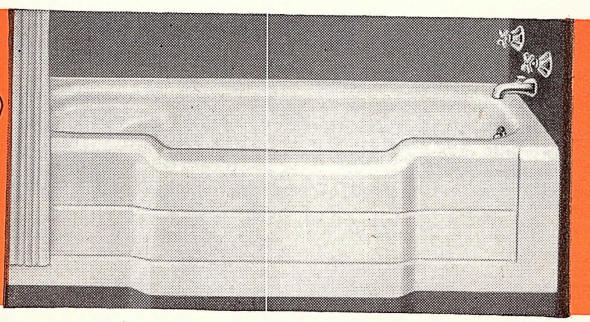
USS AMERICAN WELDED WIRE FABRIC

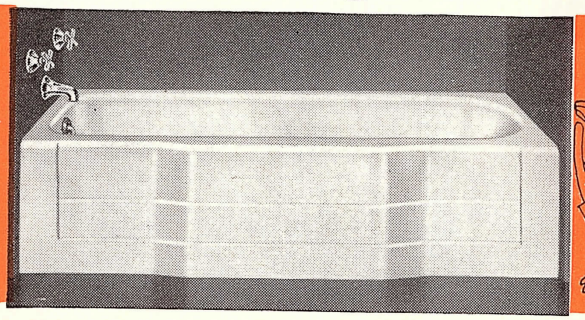
UNITED STATES STEEL

Eljer brings you a choice of 144 bathtubs



Enameled Cast-Iron
LEGATION RECESS BATH
•
5 Colors and White
•
SIZE: 5½'
Right-Hand and Left-Hand Outlets

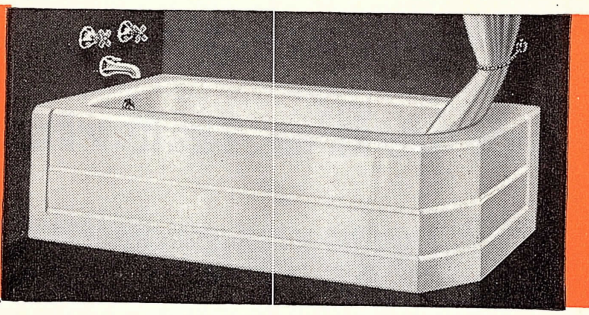


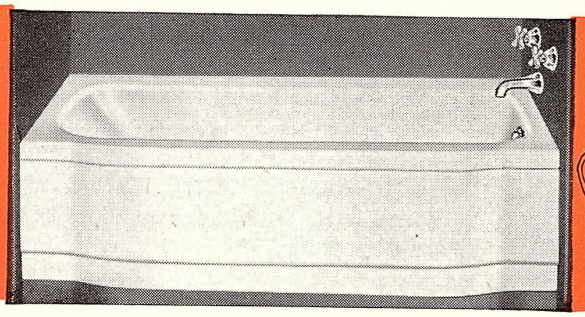




Enameled Cast-Iron
RIVIERA RECESS BATHS
•
5 Colors and White
•
SIZES: 4', 4½',
5', 5½', 6'
Right-Hand and Left-Hand Outlets

Enameled Cast-Iron
RIVIERA CORNER BATHS
•
5 Colors and White
•
SIZES: 5', 5½'
Right-Hand and Left-Hand Outlets







Enameled Formed Steel
WESTCHESTER RECESS BATHS
SIZES: 4½', 5'
LAKE FOREST CORNER BATH
SIZE: 5'
Right-Hand and Left-Hand Outlets
5 Colors and White

plus

Enameled Cast-Iron
CAPRI RECESS BATH
•
5' Long, 14" High
•
5 Colors and White
Right-Hand and Left-Hand Outlets

ELJER

A SUBSIDIARY OF THE MURRAY CORPORATION OF AMERICA

FORD CITY, PENNSYLVANIA

news ON THE NATIONAL FRONT

Congress Speeds New Housing Law

The Housing Act seemed certain, at this writing, to be enacted into law late in June as the most liberal housing measure ever approved in the Congress. A number of safeguards were expected to be included in it, due to recent FHA disclosures, to close all alleged loopholes in the former law which might have permitted windfall profits.

After time out for an FHA investigation the Senate Banking Committee, in a burst of speed, revised its version of the housing bill in eight days. The Senate then passed it on June 3, after less than three hours of debate.

Eight days later a joint conference committee sat down to the task of settling the differences in Senate and House bills, the latter having been passed prior to announcement of the FHA investigation. Unless the conference committee became deadlocked over public housing (Senate programmed 35,000 units for each of the next four years; House had no provision), the bill was expected to be resubmitted for final approval late in June.

The measure adopted by the Senate called for the following:

Sale housing: maximum loan amounts were raised from $16,000 to $18,000 for one and two-family houses; from $20,500 to $24,000 for three-family houses, and from $25,000 to $30,000 for four-family houses. (House maximums were higher: $20,000, $27,500 and $35,000, respectively.)

Maximum ratio of loan to value was liberalized to 95 per cent of first $8,000 and 75 per cent of the balance. (House allowed 95 per cent of first $10,000.) Maximum maturity was extended to 30 years, shortened by one year for each of the first ten years following completion.

Low-cost housing section was moved to Title II but kept same provisions except that mortgage amounts were raised from $5,750 to $6,650 for owner-occupants and $5,100 to $5,950 for builders.

Existing housing loans were held to present 80 per cent of appraised value, which builders consider a blow to trade-in and rehabilitation programs. (House permitted same loan-value ratio as new housing.)

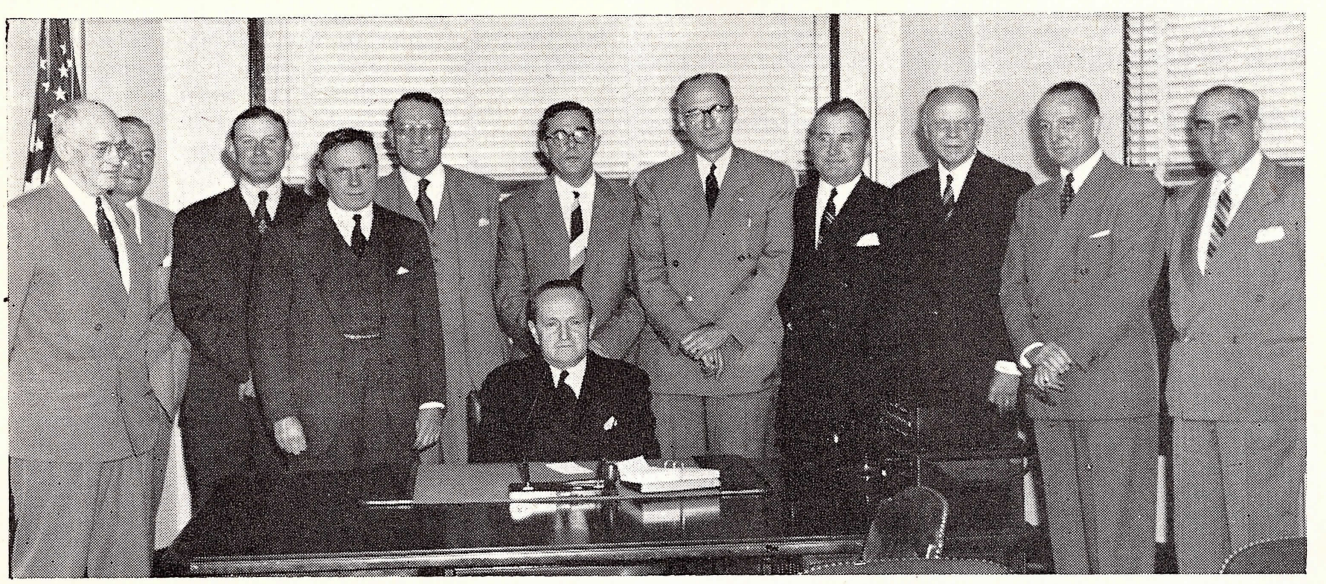
Insurance for servicemen in new Section 222 gave them 95 per cent FHA-insured loans, placed them on same basis as veterans.

Improvement loans: existing terms and maturities were continued: $2,500, three years. (House bill permitted $3,000, five years.)

Open-end insured mortgages were permitted only where principal is to be increased for substantial protection or improvement of the property. This was said to rule out pools, kennels, barbecues.

(*Continued on page* 40)

Their Recommendations Will Help Shape Future Policies of the FHA



Acting FHA Commissioner Norman P. Mason at his desk during first meeting with members of the agency's new Industry Advisory Committee: From left are Philip W. Kniskern, president, First Mortgage Corp., Philadelphia; W. F. Keesler, vice president, First National Bank of Boston; Joseph A. Grazier, president, American Radiator & Standard Sanitary Corp.; Devereux Josephs, president, New York Life Insurance Co.; C. J. Backstrand, president, Armstrong Cork Co.; Paul Ely, Ely-Hoppe Lumber Co., North Platte, Nebr.; L. Douglas Meredith, executive vice president, National Life Insurance Co.; Robert P. Gerholz, past president of National Association of Home Builders and National Association of Real Estate Boards; W. A. Clarke, president, Mortgage Bankers Association; Norman Schlossman, first vice president, American Institute of Architects

Trade-In House Awards Added to Honeywell Derby

Plans for the second annual Acapulco Derby are "off and running" with the Minneapolis-Honeywell Regulator Company announcing a nationwide contest designed to stimulate the trade-in house program as an added feature.

Conducted in cooperation with the National Association of Home Builders, the contest will again select 20 builders adjudged to have done the best job of merchandising their model houses during National Home Week and will also honor the five builders considered to have developed the best trade-in house merchandising programs. All winners will receive nine-day, all-expenses-paid fishing trips to Acapulco, Mexico. The Derby will begin Nov. 27 at Dallas, Texas, and include five days of deep-sea fishing at the Mexican resort, entertainment and sightseeing.

The trade-in part of the Acapulco Derby, according to Eldon Richardson, Honeywell's home market supervisor, "is designed to encourage builders to develop and merchandise workable trade-in programs." Participants in the National Home Week contest, he said, will be judged on excellence of advertising, promotion, appeal, layout and general livability of the homes displayed. Winners in local NAHB-affiliated territories will compete for 20 regional prizes.

Congressional Leaders Help Start Housing Center



Senator Homer E. Capehart of Indiana, chairman of the Senate Banking Committee, speaking at the site of NAHB's new headquarters during groundbreaking ceremonies. On his right is Congressman Jesse P. Wolcott of Michigan, chairman of the House Banking Committee; to his left, Senator John J. Sparkman of Alabama

Record 902 Attend NAHB Spring Meeting

Vital concern over what might happen to housing legislation in the wake of recent FHA scandals and a greatly expanded committee structure pushed attendance at the National Association of Home Builders' Spring Board of Directors meeting in Washington, D. C., to a record 902.

Assured by various top Congressional and Government agency people that nothing serious would happen to the basic purpose and functions of FHA, the NAHB directorate buckled down to the task of clearing business generated by more than 20 committees.

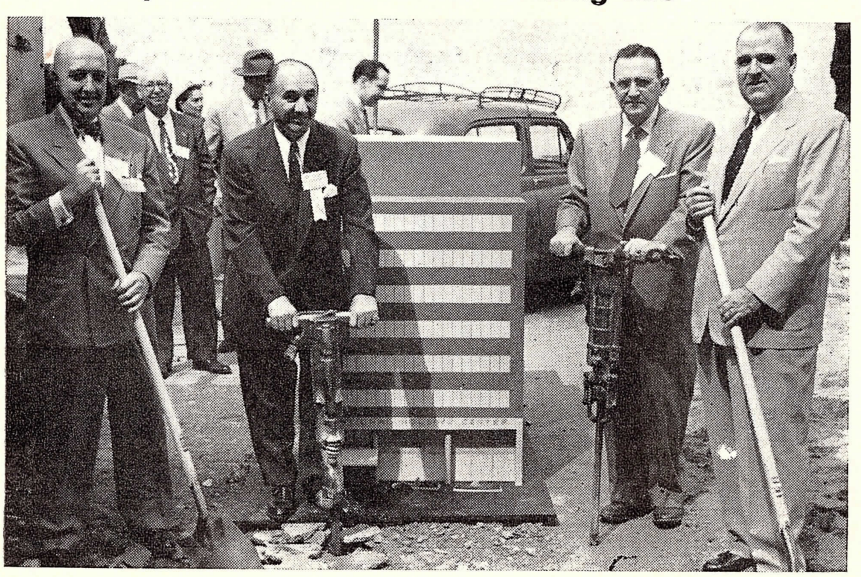
Led by President R. G. "Dick" Hughes, the Board reaffirmed its position on new housing legislation, but expressed concern over unnecessary restrictions that might be included in the final version of the housing bill as a result of current FHA investigations.

Delving deeply into local reactions to the FHA scandals, the legislative committee, headed by First Vice President Nathan Manilow, reported normal conditions in most areas. Several committee members said there was a noticeable slowup of processing in some FHA offices, and a restrictive attitude towards rental housing insurance.

The committee also reported that sales and mortagage money supply were generally favorable and that the outlook for home construction this year was optimistic.

One of the highlights of the spring meeting was the breaking of ground for NAHB's eight-story $2,000,000 National Housing Center. More than 800 attended the annual Congressional banquet.

NAHB Top Brass 'Pitches In' at Building Site



"Drillmasters" Nate Manilow and Dick Hughes have two willing assistants: V. O. Stringfellow, NAHB treasurer, and Thomas P. Coogan, former president

NRLDA Developing Big Plans for Fall Dealer-Builder-Consumer Show

Sparked by a series of live "how to do it" demonstrations and hundreds of action-type exhibits, a "three-ring circus" atmosphere will prevail at the first national exposition of the National Retail Lumber Dealers Association in New York City this fall.

Fast developing plans for the huge dealer, builder and consumer show to be staged in Kingsbridge Armory, October 2 through 10, were enthusiastically endorsed by the NRLDA's board of directors at its recent spring meeting in Washington, D. C.

NRLDA President Henry J. Munnerlyn appointed Ray Schaub general chairman of the exposition committee, and Phil Creden, exposition chairman. Grover McDonald, who has been in the exposition business for 30 years and had directed the Chicago Home Show and other outstanding successes, is exposition director.

Although a combination trade and consumer show, the exposition committee is vitally concerned with shaping a program that will be a "must" for lumber dealers from all points of the country. Plans are being perfected to augment the product and educational displays with these special dealer and builder features:

1. An on-the-scene Lu-Re-Co house demonstration.
2. Materials handling demonstration.
3. A model retail store around which will be conducted a program of management workshops.
4. A series of model rooms which together will constitute the "home of 1955."
5. A marketing and distribution forum, which will consist of a series of addresses by nationally known authorities, plus a series of panels and workshops on various subjects of major interest to retail lumber dealers.

NRLDA directors also decided to hold the annual board meeting in New York City at the time of the exposition. The Commodore Hotel has been selected as headquarters for the annual meeting. Large blocks of rooms will be available in other nearby hotels.

The giant Kingsbridge Armory, scene of the exposition and easily accessible to the hotels, contains 180,000 square feet of open exhibit space, with room for 375 exhibits, plus ample areas for meetings, educational and general interest activities.

The special dealer demonstrations have been tentatively scheduled as follows: material handling at 10 A. M. each day from Monday, Oct. 4, through Friday, Oct. 9; the Lu-Re-Co demonstrations on each of the same five days, starting at noon; the model retail store program, including workshops, Wednesday afternoon, Thursday morning and afternoon, Friday morning, and possibly Friday afternoon; marketing forum throughout the five days.

Other official actions taken by the board included a by-law change providing for a second vice president of the association, and authorization for the new committee on marketing to proceed with the development of a code of fair trade practices.

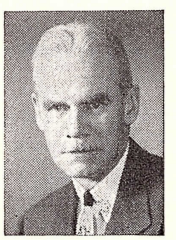
Now It's Official!



Nathan Manilow, first vice president and R. G. "Dick" Hughes, president of NAHB, smilingly watch Joseph F. Nebel ink the contracts to erect the NAHB National Housing Center in Washington, D. C.

Dealer's Viewpoint

H. R. NORTHUP, Executive Vice President, National Retail Lumber Dealers Association



Exposition to Emphasize Part Played By Dealers in Providing New Homes

The press release announcing the National Retail Lumber Dealers Exposition, to be held in New York City, October 2 to 10, contained the following statement:

"The exposition is designed to stimulate a broader demand for new homes and for home improvements and to acquaint the public with the wide variety of services performed by the nation's 26,000 retail lumber dealers *who build more than 50 per cent of the country's new homes* and provide the materials for the balance."

Probably the statement would have been less controversial if it had said that the dealers "build *or help to build* more than half of the new homes put up, but the truth is that lumber dealers play a much more potent part in home building than has been recognized in the past.

The only official figures come from a survey which is five years old and applies to the 968,070 privately built non-farm dwellings started in 1949. The survey, conducted jointly by the Housing and Home Finance Agency and the Bureau of Labor Statistics, showed that 51 per cent of all units were built by individuals or concerns who constructed fewer than 10 homes.

Of the remaining 49 per cent, 17 per cent were built by builders or contractors who built 10 to 49 units, 18 per cent by those building 50-249 units, and 14 per cent by those putting up 250 or more units.

NRLDA assumed, quite properly we think, that the first 51 per cent were built either by individuals, by carpenter-contractors, or by lumber dealers who also engage in house building, inasmuch as concerns putting up fewer than 10 homes a year ordinarily do not consider themselves to be home builders.

We know also that individuals who build homes for themselves and carpenter-contractors who build only a few homes a year almost always lean heavily on their lumber dealer for advice in the selection of materials and in planning, financing, and constructing their homes.

Moreover, a good many lumber dealers build a substantial number of homes each year—25, 50, 100, and more. Many of them build considerably more homes than individuals who call themselves home builders. The dealers do not adopt the label of home builder because their retail materials business is the largest part of their total operation. The government survey did not attempt to distinguish between home builders and builders whose principal business is the operation of lumber yards.

No matter how you look at the figures, it is apparent that retail lumber dealers play a major part in providing new homes for the American public. This is why new housing will be featured so prominently in our Exposition.

Congress Speeds New Housing Law

(*Continued from page* 37)

Trailers: new provision permitted FHA-insured loans up to $6,000 for six years on trailers, with 20 per cent down required.

Slum clearance loans to displaced families were limited to 95 per cent for new or 90 per cent for existing houses, with 30-year maturity. (House had provided 100 per cent, 40 years.)

Rehabilitation loan ceiling was set at $2,250 per room ($2,700 if in elevator building), with $1,000 per room increase for high cost areas. Loans were limited to 90 per cent of value.

Fannie May (FNMA) was continued on standby basis with no added authorization, indicating end of "one-for-one" plan this month.

Tightening Amendments

Four groups of tightening amendments designed to eliminate alleged abuses were written into the Senate bill and expected to meet with House approval. They were:

1. Lending institutions were required to be coinsurers of each FHA property improvement and repair loan to the extent of 20 per cent.

2. Cost certification amendments were added to the seven sections of the bill pertaining to rental housing. They require the mortgagor to certify actual cost of construction, that the insured loan may not exceed the designated percentage of cost allowed under the section, and that any money received by the builder over this percentage be applied to reduce the mortgage.

3. Basis of insuring co-operative housing was changed from "estimated replacement cost" in existing law to more conservative "estimated value."

4. Builder of FHA or VA sale housing must certify that the dwelling was built in conformity with plans and specifications.

May Starts Total 106,000; All But 500 Private Work

May housing starts totaled 106,000, only 500 representing public work. New figure is 4,000 under April, peak month of the year to date. It was 3,300 less than May, 1953, but only 100 units below private starts that month. Starts during the first five months amounted to 452,000, of which 446,900 were private, compared with 476,800 and 451,100 in 1953.

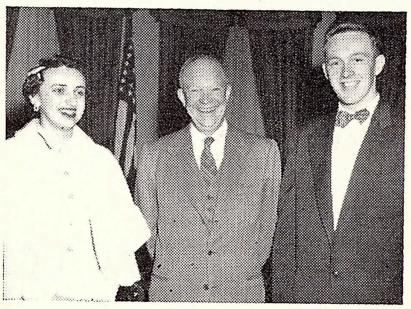
Key Employee Group Acquires Stock Control Of Simmons-Boardman

James G. Lyne, president of the Simmons-Boardman Publishing Corporation, announces that on May 27 the 50,000 shares of common stock of that corporation held by William E. Russell, as trustee under the will of the late Ida R. Simmons, were purchased outright by a small group of the key employees of the corporation. There are 78,434 shares of Simmons-Boardman common stock outstanding.

Lyne said that no change either in the corporation's management or operation is involved as a result of the stock transfer.

The corporation publishes seven magazines for the building construction, railway and marine industries, together with cyclopedias, directories and trade books pertaining principally to those fields. The Simmons-Boardman magazines are long established publications in their respective fields —*American Builder* celebrating its 75th anniversary this year, and *Railway Age* anticipating its centennial in 1956.

It's Great to Be a Winner



United Press Photo

President Eisenhower greeted the NAHB national contest winners at the White House during their recent trip to the Capitol. Miss Anne Kirk of Pueblo, Colo., was adjudged to have written the best essay; Albert Stoermer, Oakland, Calif., to have built the best model house

Dickerman's Column:

Many Vets May 'Take Another Look' Before Their Home Loan Rights Expire in 1957



John M. Dickerman, Executive Director, National Association of Home Builders of the United States

The GI loan program, 10 years old this summer, has played a big part in the phenomenal post-war growth of the home building industry. Since the program was first authorized by Congress on June 22, 1944, more than 3,300,000 veterans have obtained guaranteed loans totaling about $23 billion to purchase homes—about two-thirds of them new homes.

But the fact remains that the vast home-buying market represented by our veteran population has scarcely been tapped. Today, there are approximately 15,000,000 veterans of World War II and nearly 3,000,000 Korean veterans who have not yet used their home loan guarantee privileges. The latter group still have many years in which to exercise their rights. But, unless Congress grants a special extension, the program ends for World War II veterans in three years—on July 25, 1957.

The demonstrated credit-worthiness of veterans is a factor of great significance to the home building industry. During the ten years that this program has operated, GI home buyers have rolled up an astonishingly good repayment record that has done much to overcome the misconception that high down payments and short amortization terms are essential to good mortgage lending practice. The fact is that more than 650,000 GI home loans totaling $3 billion have been repaid over the past 10 years, and defaults on which the Veterans Administration has had to make good on the guaranteed portions of GI loans have numbered only 32,000—less than 1 per cent of all VA home loans.

A recent survey conducted by the Veterans Administration showed that 60 per cent of veterans who were then buying homes under the GI program paid between $10,000 and $15,000. Thirty per cent paid less than $10,000, while 8 per cent paid between $15,000 and $20,000, and 2 per cent paid more than $20,000. The average GI down payment, the survey showed, was 11.6 per cent of the selling price.

Those facts demonstrate that the GI is a sound credit risk and that the home builder who operates in that field can shape his plans with confidence. Many veterans of World War II who have delayed home ownership for one reason or another may be expected to take another look at the market before their GI guarantee rights expire. The alert home builder should develop this market to the utmost in the three years ahead.

DO A SKILLED HAND-TROWEL JOB SIX TIMES AS FAST

NEW!



with a Master Midget Power Trowel

Like all good power tools, the new 24″ Master Midget Power Trowel gets more work done faster, with less effort . . . and does a better job.

You're an expert with it in 15 minutes, can make float, sweat, smooth, or hard trowel finishes . . . on slabs, sidewalks, basements, doorways, porches, driveways or small rooms . . . with the same sweep finish that takes years to learn to do by hand.

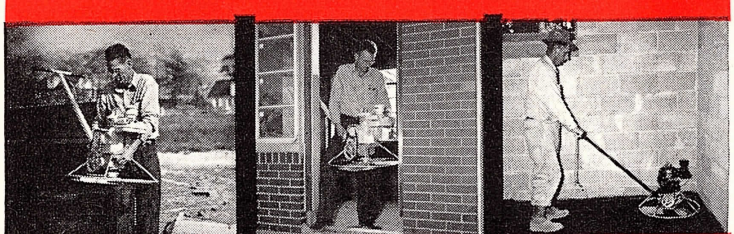
The concrete sets up better than by hand. The surface is denser, harder and more accurate. You can work with coarser, dryer mixes at the start and waste less time between float and finish. The Master really "pays for itself in no time."

Most important of all, one man with a MASTER can "beat the set-up" on a load of concrete on the hottest, windiest days.

A midwestern contractor reports, "This new trowel is a natural. We can take it everywhere, even on small jobs. It will lick our concrete finishing problems."

Every concrete finisher can do better work and make more money with the 24″ Master Midget. You, too.

This is the year to cut your costs. Order a Master Midget today. See your local Master Distributor or write directly to Master Vibrator Company, Dayton.



OFF TRUCK THROUGH DOOR IN CORNERS

MASTER

MIDGET POWER TROWEL

By the makers of the world-famous Master Turn-A-Trowels, Vibrators, Screeds and Space Heaters.

LIGHTWEIGHT—Weighs less than 70 lbs. COMPACT—Only 24″ across; handle telescopes. HAND TROWEL ACTION—Swept-back angle of blades duplicates the skilled sweeping action of an expert finisher. BLADES ADJUST—Set in a second for floating, sweat, smooth or hard trowel finishes. WORKS INTO CORNERS—Finishes right up to pipes, walls, etc. BRIGGS AND STRATTON ENGINE—Famous, dependable 1 h.p. gas engine. PROVED—The Midget is a compact edition of the Master 34″ and 48″ Turn-A-Trowels—job-proved on tens of thousands of projects.

SEND FOR FOLDER

MASTER VIBRATOR COMPANY
438 Stanley Ave., Dayton 1, Ohio

Please send folder "Master Midget Power Trowel" showing the details of this time-saving trowel.

Name_____

Firm_____

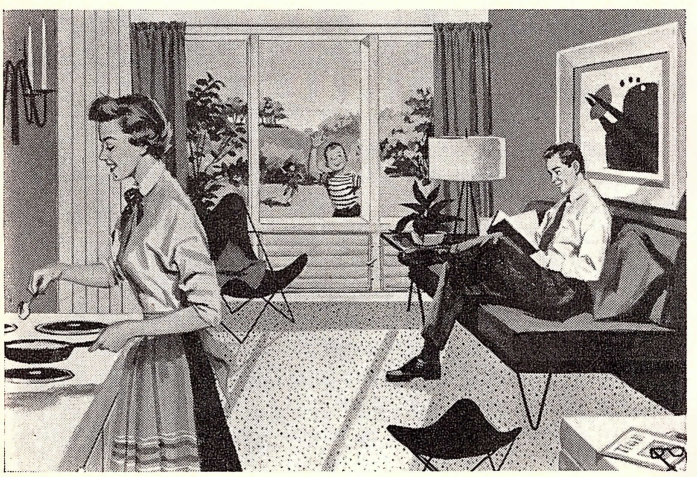
Street_____

City_____

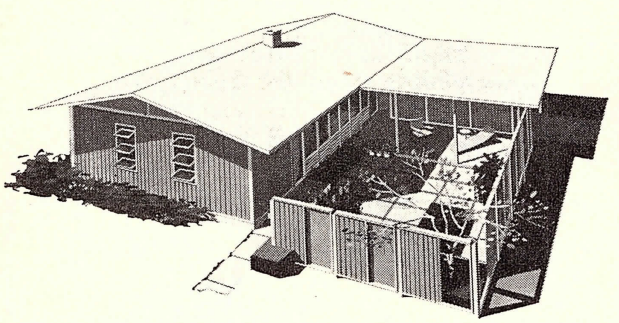
Ready-Made FOR BUILDING PROFITS!



Courtyard of a National "Ranger" home, from recent full-color ad in leading magazines



Family room in a new National, with kitchen, recreation center and dining area flowing together.



National Homes prefabricated panels and structural parts, as they leave the assembly plant, carry the Good Housekeeping Guaranty Seal . . . as well as the Parents' Magazine Seal of Commendation.

. . . as a NATIONAL HOMES BUILDER-DEALER you'll make MORE PER YEAR!

The big money in retail clothing is not in custom-tailored suits, but in popular-priced "ready-mades" with their greater volume and rapid turnover. So too, more and more, the trend is toward mass-produced homes in the building field. And National Homes leads the way — with its complete package from one reliable source. No inventory, no warehousing, lower administrative overhead and operating cost. More profit per dollar invested.

The 1954 Nationals, designed by the famous architect Charles M. Goodman, offer more beauty and comfort, greater freedom of choice, wider price range, than any on the market. No wonder Nationals outsell all others!

Our huge expansion program enables us to serve additional builders who can qualify . . . Write or wire now!

OVER 600 NATIONALS IN 3 YEARS!



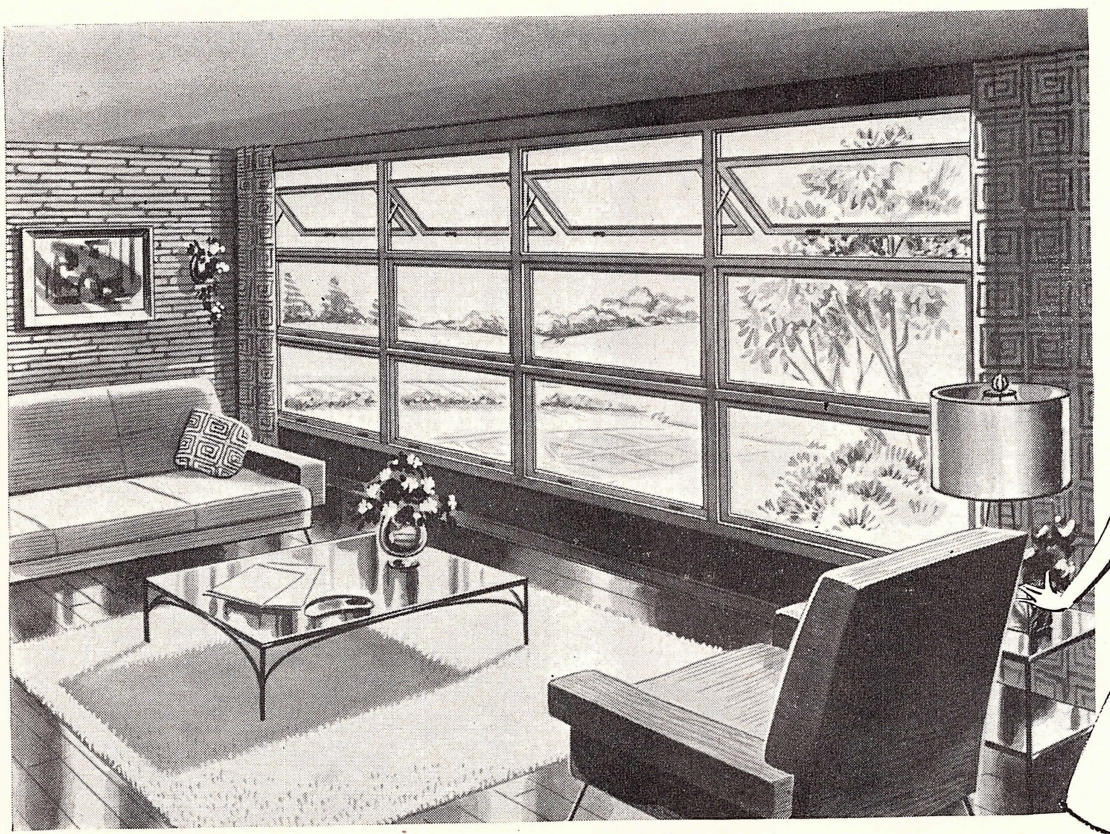
Our success as a National builder dealer (over 600 sold in 3 years) is positive proof of the public acceptance of National homes in the West. 1954 promises to be our greatest year. We recently held Open House on two "Custom-Line" models selling for $9,300 and $10,100. Within two weeks we had made 120 firm sales. We are building two houses a day and continuing sales indicate this schedule will be maintained all year.

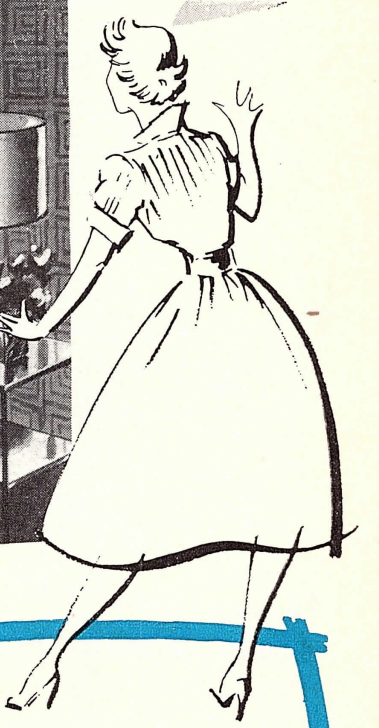
ROBERT E. ALEXANDER
Alexander Const. Co., Colorado Spgs, Colo.

© N. H. C. 1954

National Homes
NATIONAL HOMES CORPORATION
LAFAYETTE, INDIANA • HORSEHEADS, N. Y.

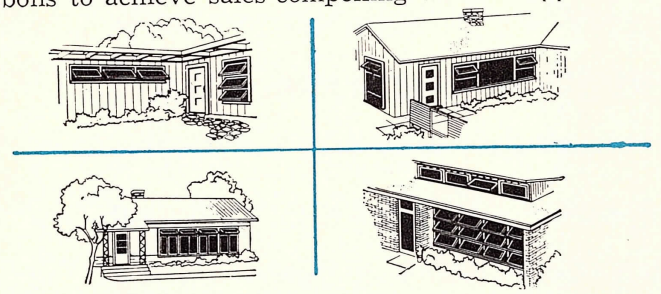
Charm with Convenience





. . . convertibly styled . . . the most useful window unit ever designed!

There's practically no limit to the number of ways you can use this new Malta window unit to add more livability and give a new accent to the style and saleability of the houses you build. Self-aligning, they are quickly and easily combined into stacks, large groups, or ribbons to achieve sales-compelling window appeal.



THE NEW

Malt-a-Vent

WOOD WINDOW UNIT

the HOMEBUILDER'S dream . . .
the HOMEOWNER'S delight . . .

MALT-A-VENT Windows! Built to give a lifetime of trouble-free service, the sash and frame are precision-milled from select western pine and treated to repel moisture and resist rot, stain and warping. Full weatherstripping contacts sash at every point for complete protection. Glass surfaces may be cleaned easily from inside, for sash opens to a full 90 degrees; easily removable double glazing may be installed as an optional feature.

MALT-A-VENT Windows come to your building site packed in sturdy cartons, completely glazed, with locking pulls and easy-operating hinges ready-installed. You receive only clean, fresh stock, unmarred by handling, when you use MALT-A-VENT units. See your nearest dealer or write for complete information.

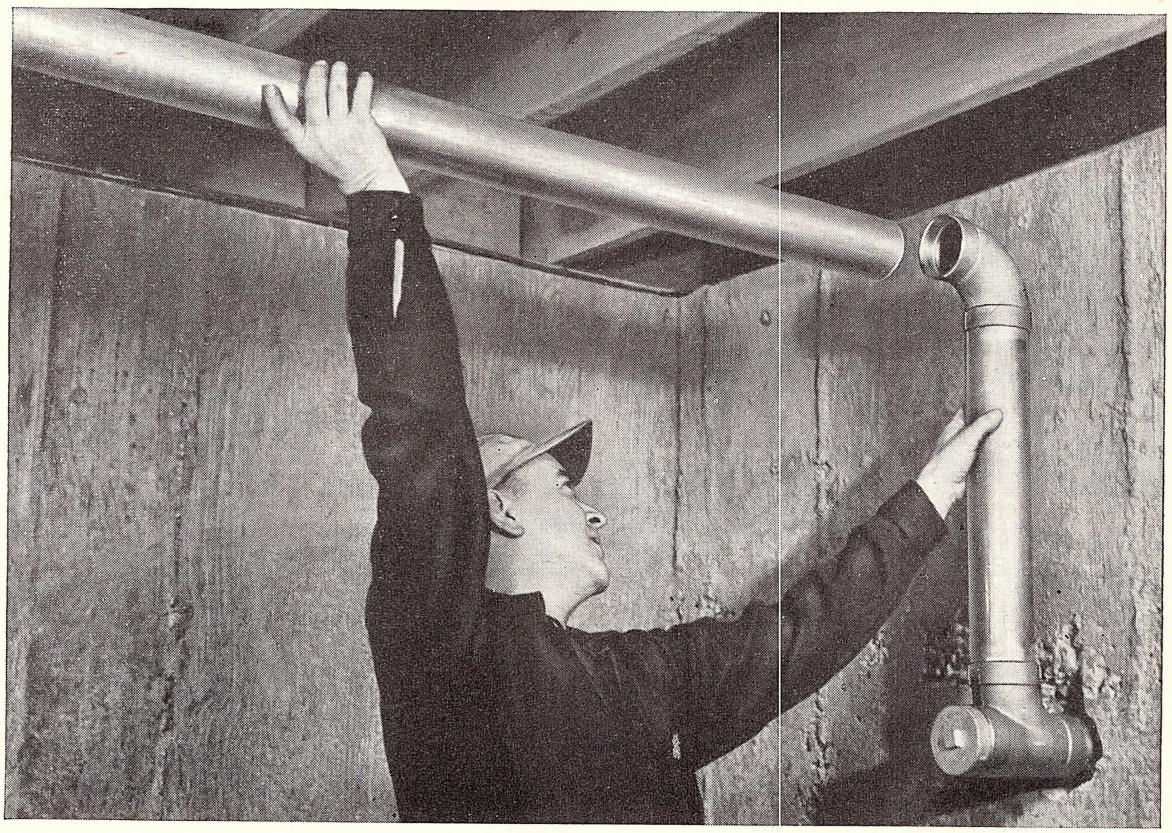
The **Malta** Manufacturing Company
MALTA, OHIO

Supreme Quality Since 1901

MEMBER PONDEROSA PINE WOODWORK ASSN. AND N.W.M.A.

Makers of the MALT-A-MATIC • MALT-A-MASTER • MALT-A-GLIDE • MALT-A-VENT wood window units

When you count all the costs...



You can't beat COPPER for drainage lines

CHASE COPPER WATER TUBE is *economical* for soil, waste and vent lines when you count the *installed* cost and add the customer satisfaction it brings. Chase Copper Water Tube can never clog with rust—solder-joints stay pressure-tight and leakproof. Home owners get the extra value of copper, *you* build a better reputation... Ask your plumber to install Chase Copper drainage lines.

Chase ®

BRASS & COPPER CO.

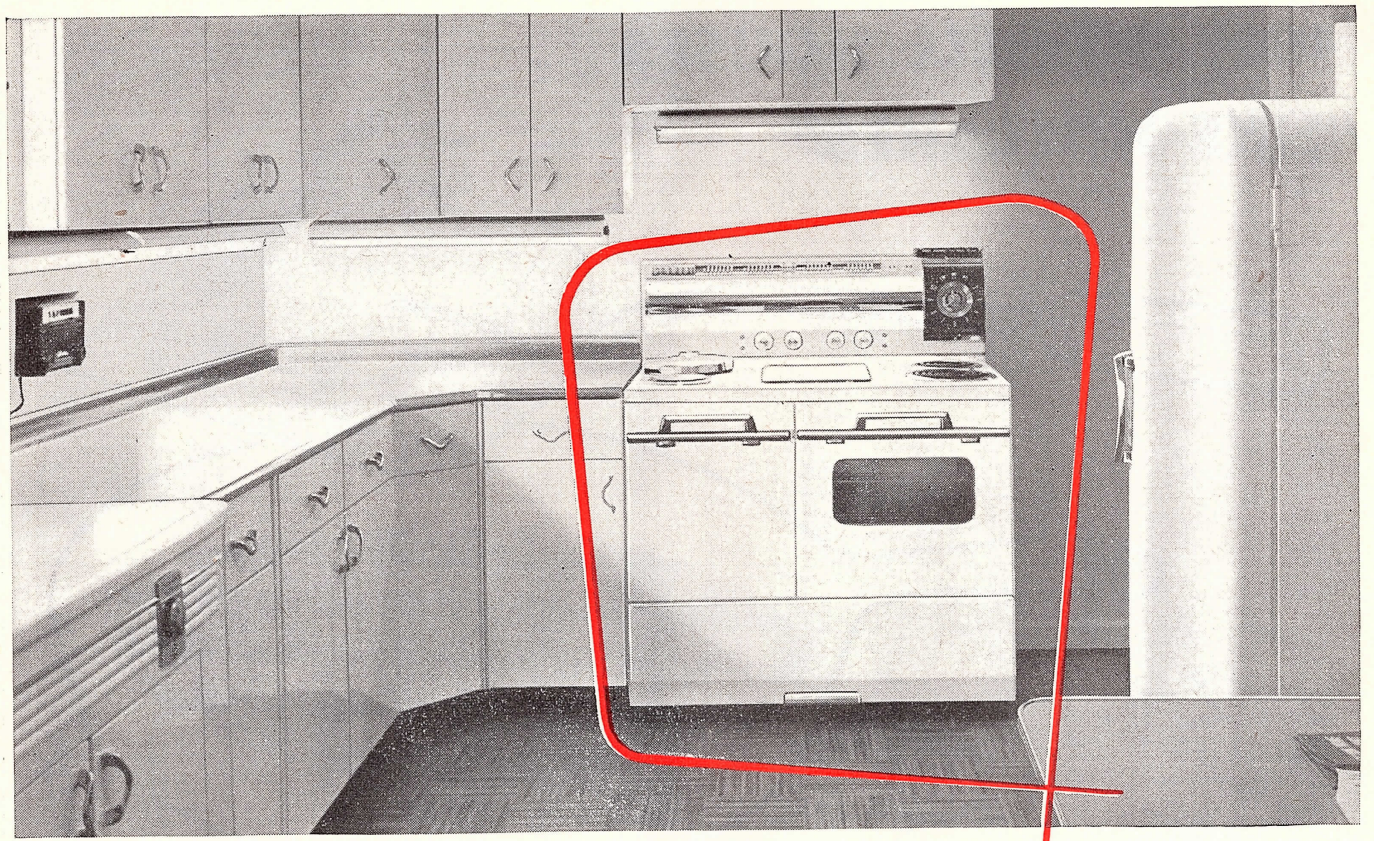
WATERBURY 20, CONNECTICUT • SUBSIDIARY OF KENNECOTT COPPER CORPORATION

Write for literature and information on new Chase movie "Down the Drain" featuring soil, waste and vent lines of copper. It is loaned free to trade groups and associations.



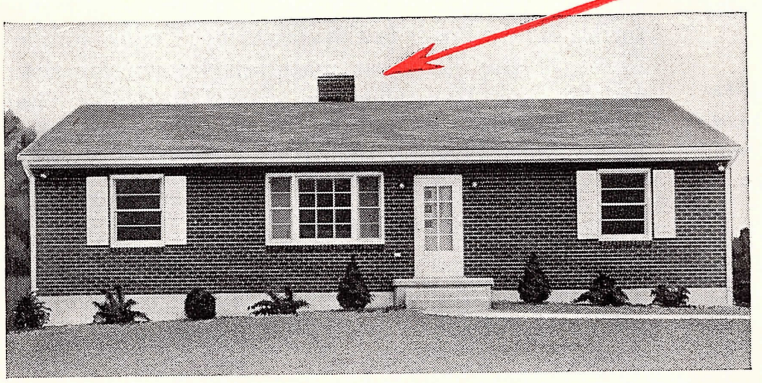
The Nation's Headquarters for Brass & Copper

Albany†	Chicago	Denver†	Kansas City, Mo.	Newark	Pittsburgh	San Francisco
Atlanta	Cincinnati	Detroit	Los Angeles	New Orleans	Providence	Seattle
Baltimore	Cleveland	Houston	Milwaukee	New York	Rochester†	Waterbury
Boston	Dallas	Indianapolis	Minneapolis	Philadelphia	St. Louis	(†sales office only)



This kitchen by builder Leon R. Kytchen is planned to eliminate drudgery. It includes plenty of cabinet space and a food waste disposer unit, as well as a refrigerator and *Electric* Range—so that the homemaker can **be modern . . . cook ELECTRICALLY!**

Here's how homes really sell



Builder Leon R. Kytchen of Roanoke, Virginia, builds about fifty homes a year in various price brackets. He says, "I believe in installing the latest electric equipment—and that includes modern, automatic *Electric* Ranges. When a customer sees a home equipped to cut kitchen drudgery, she's more likely to buy it."

Don't underestimate the power of the homemaker. She must be practical when choosing the home she'll live in. She wants efficiency as well as beauty in the home she buys.

That's why an *Electric* Range in the kitchen really helps to sell the house. Women know that it means economy and ease of operation, a clean kitchen as well as a cool one. They realize that here is cooking equipment at its best!

Install *Electric* Ranges in the homes you build, and like builders everywhere you will find them easier to sell.

BE MODERN... *Cook Electrically!*

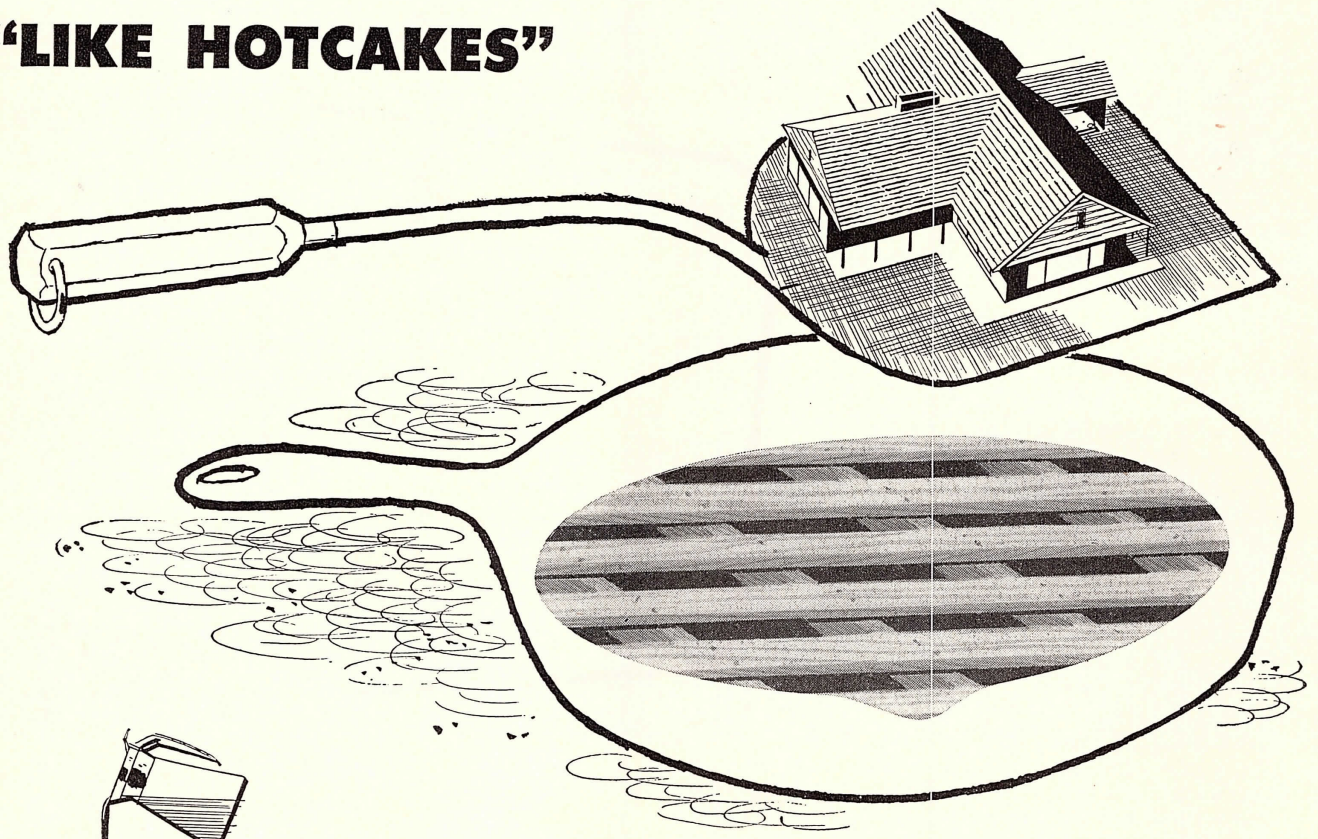
More builders every day are installing **ELECTRIC RANGES**

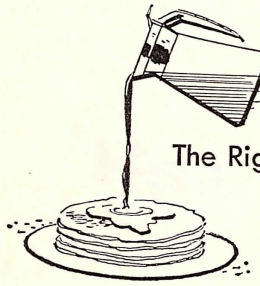
ADEQUATE WIRING SERVES AND SAVES

ELECTRIC RANGE SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLEY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON
HOTPOINT • KELVINATOR • MAGIC CHEF • MONARCH • NORGE • PHILCO • WESTINGHOUSE

HOW TO SELL HOUSES "LIKE HOTCAKES"





The Right Topping Sells Homes . . .

as it does hotcakes. And, while the *right* topping needn't be the most costly, it does require a distinctive "flavor."

Genuine red cedar shingles add a distinctive architectural "flavor" to most any home style. Cape Cod, Colonial, Western Ranch—all look their best when topped with cedar. *Sell* their best, too!

Buyers recognize CERTIGRADE No. 1 shingles to be quality through and through. They know there's an important difference between *the real thing* and a substitute. They want that difference—that "plus value"—in the homes they buy.

That's where you come in. Selling homes with cedar shingle roofs is a pleasure. You needn't apologize for a thing. You're selling *quality*. You're selling the roof that has stood the test of time. The roof that does more *for* a home by adding beauty, strength and insulation. The roof that does more *to* a home by providing "bonus years" of trouble-free service.

What's more, you can market genuine cedar shingle roofs for the same price as makeshift materials. The secret's in the sheathing. Cedar shingles—one of the strongest materials known for their weight—may be applied over *spaced* sheathing. That means you save up to 50% on sheathing costs when building with cedar. Those savings in application time and materials *pay the difference* between genuine cedar shingles and substitutes.

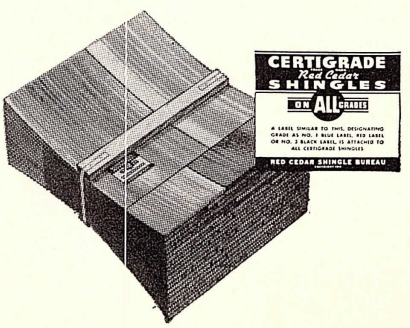
So start selling homes as you'd sell hotcakes—with the *right* topping. Cedar will help you gain the reputation of a *quality* builder and a *volume* seller.

For your free copy of a handy roof estimating sheet, write:

RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

OR 425 HOWE STREET, VANCOUVER 1, B. C.




NOW
SEE
THIS!
THE
MODERN
LINE
OF
BATHROOM
AND
KITCHEN
FIXTURES
Ingersoll
PLUMBING PRODUCTS
INGERSOLL PRODUCTS DIVISION · 310 S. MICHIGAN AVE. · CHICAGO 4
Borg-Warner
Corporation
ENGINEERING
B-W
PRODUCTION
Write Today for
your free copy of this catalog!
THE NEWEST LINE OF PLUMBING FIXTURES
ENGINEERING
B-W
PRODUCTION
INGERSOLL PRODUCTS DIVISION · 310 S. Michigan Avenue · Chicago 4
Borg-Warner Corporation

Builders—

here's

a buy!

Weldbord®

THE GENUINE **HARDWOOD** PLYWOOD THAT SELLS FOR ABOUT THE SAME PRICE AS ORDINARY SOFTWOOD PLYWOOD

THINK OF THE SALES APPEAL! Now you can wood-panel walls with *genuine hardwood plywood*, install partitions, fabricate kitchen cabinet and closet doors, finish off cellars and attics—at amazingly low cost!

Volume mill production by United States Plywood, world's largest and best known plywood organization, makes this tremendous saving possible. Weldbord is the biggest bargain in plywood history!

Weldbord utilizes fine hardwood veneers, with the grain running the width of the panel. The savings from this type of construction are passed on to you. The ¼" Weldbord panels have the superior woodworking qualities of choice hardwoods. Weldbord is easier to fabricate—results in cleaner, better looking job.

Since Weldbord has no knots, plugs or patches, it is easy to paint or stain in a variety of perfect finishes. There's never any danger of annoying grain raise.

See the Weldbord panels at your lumber dealer's today, or at any of the 73 United States Plywood or U.S.-Mengel Plywoods distributing units in principal cities, or mail coupon.



LOOK FOR THIS DISPLAY AT YOUR LUMBER DEALER'S

TAKES PAINT OR STAINS EASILY, PERFECTLY WITHOUT GRAIN RAISE

Available ¼" thick in popular panel sizes	8′ x 4′ 7′ x 4′ 6′ x 4′

Weldwood®

Weldwood®

United States Plywood Corporation

World's Largest Plywood Organization

55 West 44th Street, New York 36, N. Y.

U.S.-Mengel Plywoods, Inc., Louisville, Ky.

73 Distributing Units in Principal Cities

In Canada, Weldwood Plywood Ltd., Woodstock and Toronto

United States Plywood Corporation AB 7-54
55 West 44th Street, New York 36, N. Y.

FREE: ☐ Please send me free sample of Weldbord.

NAME .....

ADDRESS .....

CITY ..... **STATE** .....

what's new in TRUSSES?

Cost, efficiency and erection speed have become increasingly important to home builders in their desire to produce an ever-better home at an ever-lower cost. And since cost and efficiency are indissolubly linked with erection speed, builders throughout country are consistently experimenting with new ways to build a house faster and better. The result is a constant flow of new construction methods and ideas. Perhaps one of the most significant of the advancements made along this line is the development of the roof truss. Builders are using more and more of them, are thinking more and more about ways to improve them or extend their uses to many more spans, pitches, or new house design concepts. Illustrated on the pages that follow are a few examples of the new ideas builders or those vitally interested in building are developing with trusses.

1. steel roof truss is light, easy to ship—

SPECIFICATIONS

MATERIALS:
16-gauge galvanized steel 1⅝x1¾ inch wood strip in lower chord

SPAN:
25 feet 4 inches (maximum distance, out to out of walls)

PITCH:
3 in 12

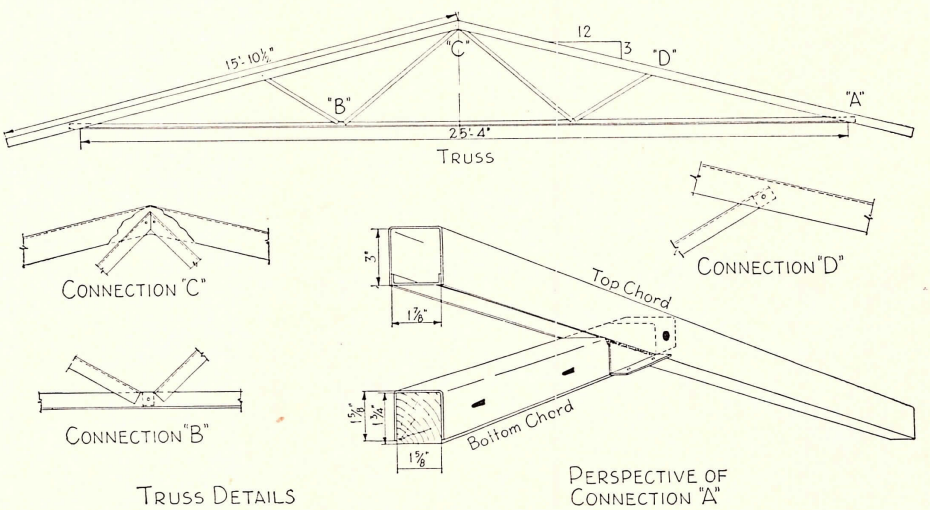
OVERHANG:
2 feet 10 inches

SPACING:
24 inches o. c.

DESIGN LOAD:
50 pounds per square foot—total load

SHIPPING WEIGHT:
102 pounds

PRICE:
Competitive with wood trusses



TRUSS DETAILS

PERSPECTIVE OF CONNECTION "A"

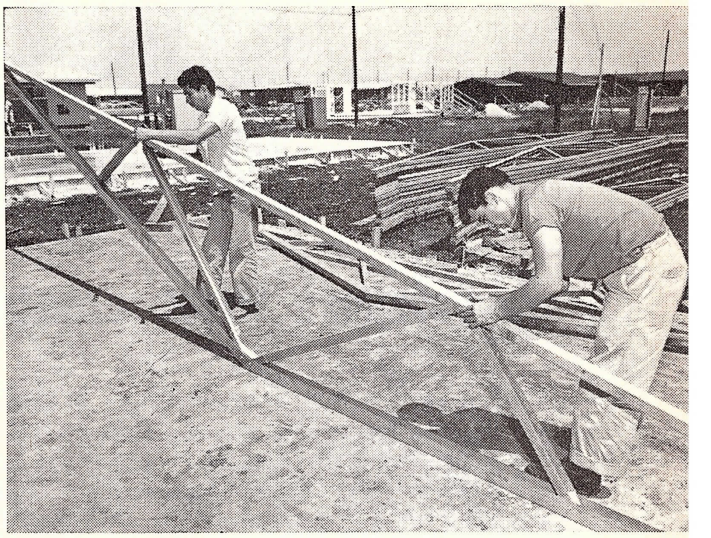
The new steel truss developed by architect-builder Ned A. Cole is constructed of 16-gauge galvanized steel. Its lightness insures erection speed, is easy for workmen to handle. Assembled at the job site, Cole's new truss is inexpensive to ship because the entire truss can be nestled in the top chord, making a neat shipping size of 32 feet by 1⅞ inches by 3 inches. Intermediate tension struts are shipped straight with cuts provided for folding to shape upon assembly.

The truss is being patented by Fabricon of Austin, Texas, who plan to sell it as one of their line of interior partitions and storage units.

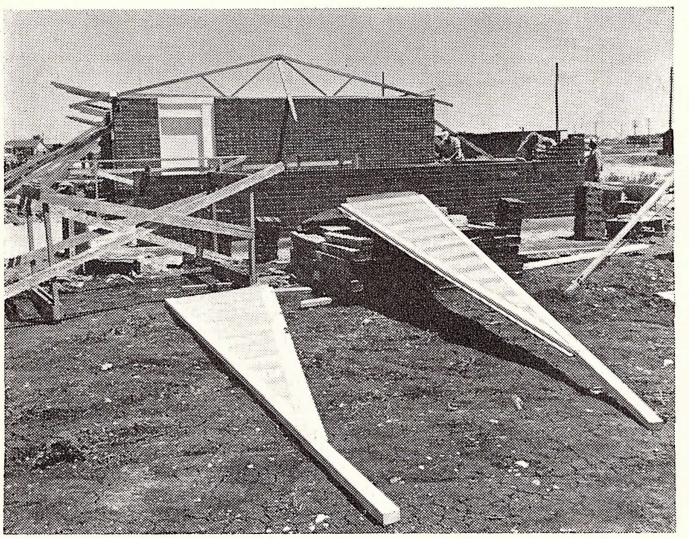
Cole, head of Fabricon, used the new steel roof truss in three houses he built as project manager for the Air-Conditioning Research Village in Austin. The Research Village is the first major field-testing project of the NAHB Research Institute. Pictures on the next page were taken at the Village.



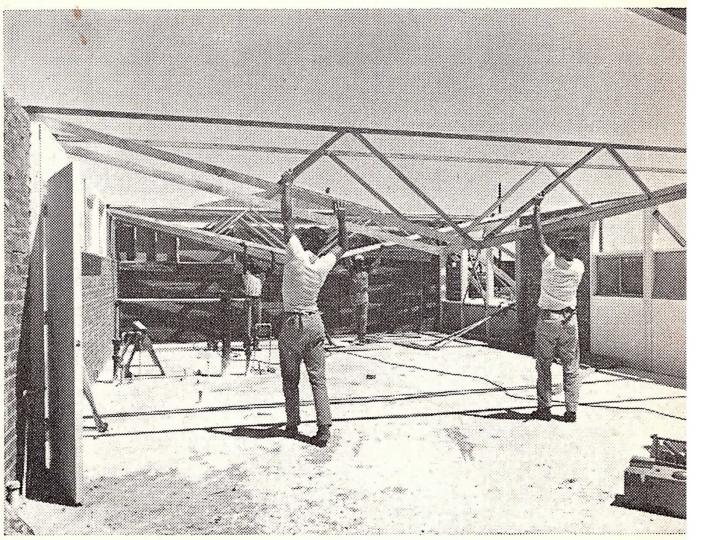
(A) To assemble steel truss, workers in foreground bolt intermediate struts to top chord. Man in rear folds one-piece strut to W-shape for next truss



(B) Bottom chord, with its wood filler strip, necessary to attach ceiling, is bolted to struts. At rear, assembled trusses are stacked ready for erection



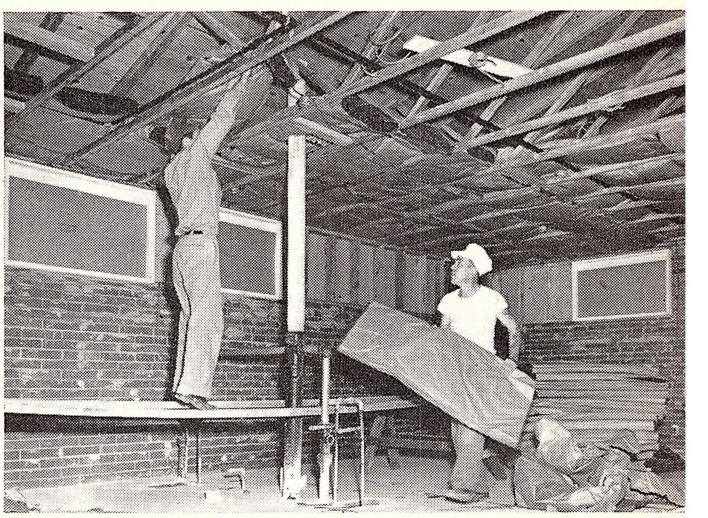
(C) First truss is in position. Taut string from gable at one end to first truss at other end aligns the trusses. Steel ventilating gable end is built in two sections, will be erected upon completion of its bearing wall



(D) Trusses are hung upside down on exterior walls, then turned upright into position. A sheet-metal bird stop is shaped to fit between trusses, automatically spaces them 24 inches on center



(E) Sheets of 4x8-foot, ⅜-inch plywood can be nailed directly to steel trusses with screw nails. Roofing felt is fastened to plywood with tin discs and a stapling machine



(F) Insulation batts are installed on wires strung from trusses. Blown insulation may be put in after ceiling material is applied. Electrical outlets may be fastened directly to trusses or blocking



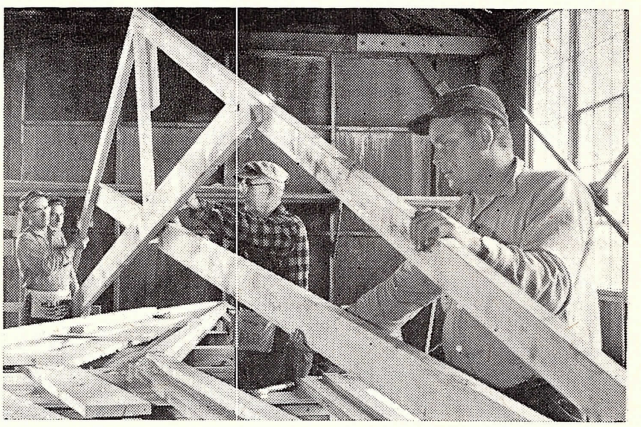
(G) On front cover

2. scissors truss creates studio ceiling—

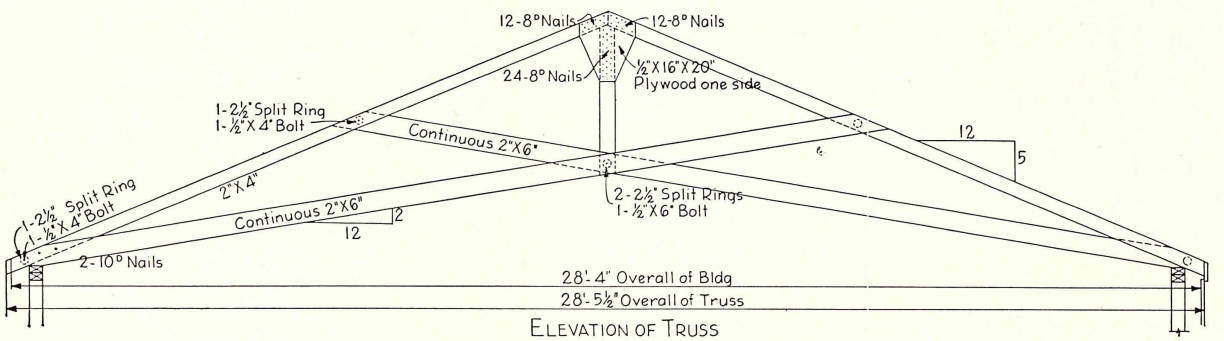
Home builders Abe Green and Aubrey H. Ettenheimer of Detroit have developed a scissors truss which is simple in design, inexpensive to assemble. The truss, designed by architect Robert Serota,, is approved by both the VA and the FHA. Use of the truss gives Green and Ettenheimer the opportunity to satisfy customer tastes by offering them a house conventional-looking on the exterior, yet gives them an interior studio-ceiling effect without the use of visible beams or supports.

The builders use both conventional and scissors trusses in building their houses. Some houses are built with a studio-ceiling effect throughout the house; others are built so that the bedrooms, for example, have conventional ceilings, living area has studio ceiling.

Since the scissors truss is of simple construction, Green and Ettenheimer estimate that it costs them $7.55 per truss for materials, takes two men (see cover) to assemble seven or eight scissors trusses an hour.

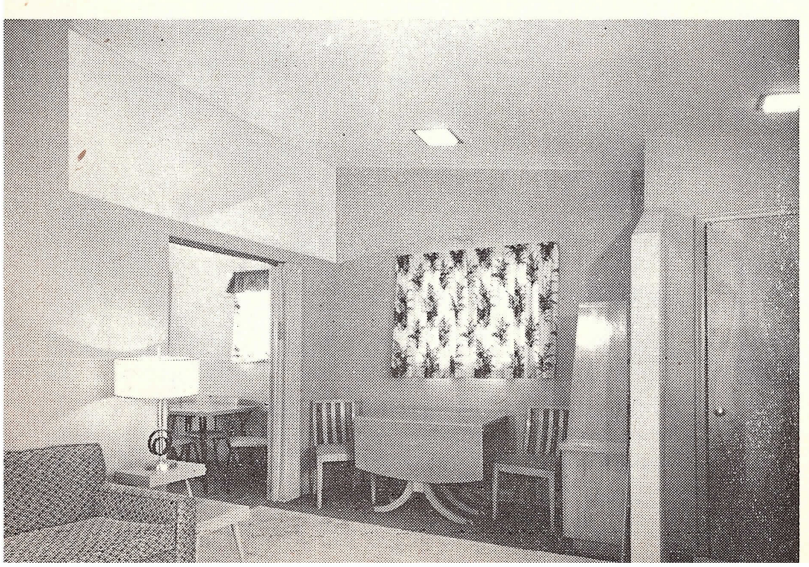


(H) Workmen lift scissors truss from jig. Builders fabricate truss on project site under cover of old hangars which builders inherited with purchase of land they are developing, deliver trusses to house by truck



ELEVATION OF TRUSS

(I) Scissors truss can't take snow and dead-roof load of 35 pounds per square foot, a ceiling load of 10 pounds per square foot with spacing of trusses assumed at 24 inches on center. Below, typical living room showing interior studio effect achieved when scissors truss is used over living area



SPECIFICATIONS

TOP CHORD	2 pcs. 2x4 — 16′
BOTTOM CHORD	2 pcs. 2x6 — 20′
VERTICAL MEMBER	1 pc. 2x4 — 4′
GUSSET	1 pc. ½"x20"x16" plywood
	6—2½" Teco split rings
	4—½"x4" bolts and 2 washers
	1—½"x6" bolt and 2 washers
	24—8d nails

Value of 8d nail	80-90 pounds
Value of 10d nail	110-120 pounds
Value of split ring connectors and bolt	3,450 pounds plus 15 per cent for snow load
Lumber—fiber stress	1,450 *psi*
Lumber—compression	1,200 *psi*

3. university-designed 3-in-12 truss—

Modern trends in the design of houses often require low-pitched roofs, wide overhangs. Designing trusses that meet these requirements, and still have sufficient load resistance and strength, demands accurate engineering. Many universities have, in connection with their schools of architecture, interested themselves in building problems. One of the foremost in its interest in the engineering and design of houses is the Small Homes Council of the University of Illinois. Below, is their solution for a 3/12 slope truss and tables showing member sizes and connections for trusses placed two feet O. C. with 20 to 30 foot spans.

The following material is reprinted by permission of the University of Illinois Small Homes Council from its circular, *How to Build the Small Homes Council's 3/12 Truss*. Other circulars in this series on home building are available for 10 cents. For a list of publications, write to the Small Homes Council, Mumford House, University of Illinois Urbana, Illinois.

MEMBER SIZES AND CONNECTIONS

Use pattern shown for out-to-out span desired

MEMBERS†	PATTERN "A"				PATTERN "B"					
SPAN ➡	21′	22′	23′	24′	25′	26′	27′	28′	29′	30′
Two Top Chords	Two 2″ x 6″ x 16′				Two 2″ x 6″ x 18′			Two 2″ x 6″ x 20′		
Two Bottom Chords	Two 2″ x 4″ x16′		Two 2″ x 4″ x 18′		Two 2″ x 4″ x 20′			Two * 2″ x 4″ x 22′		
Two Long Diagonals**	One 1″ x 6″ x 10′		One 1″ x 6″ x 12′				One 1″ x 6″ x 14′			
Two Short Diagonals	One 2″ x 4″ x 8′		One 2″ x 4″ x 10′							
Two Verticals	None				One 1″ x 4″ x 6′					
Two Scabs	One 1″ x 4″ x 4′									

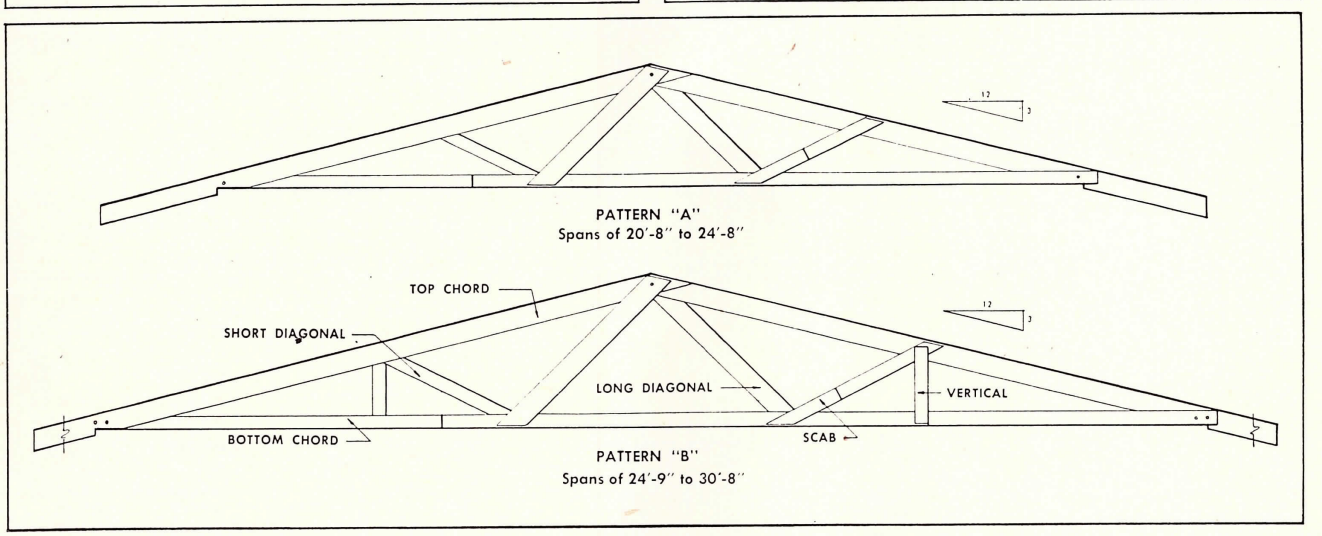
† Use 1100 p.s.i. stress grade. Grading provisions to be applied to entire length of piece. Knots or other strength defects should not occur at sections that are notched or drilled for rings.

* At spans greater than 29′-8″ two bottom chords 20′-1 5/8″ long are required. Precut 1′-10 1/2″ from each 22′ piece and use as bottom chord bridging. See Figure 16.

** Laterally brace long diagonals at center with scabs or solid bridging.

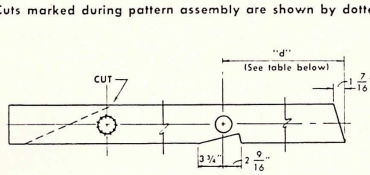
CONNECTIONS		PATTERN "A"				PATTERN "B"					
SPAN ➡		21′	22′	23′	24′	25′	26′	27′	28′	29′	30′
Top Chord to Top Chord		1 — 2 1/2″ Split ring with 1/2″ bolt									
Top Chord to Bottom Chord		1 — 2 1/2″ Split ring with 1/2″ bolt				2 — 2 1/2″ Split rings with 1/2″ bolts					
Long Diagonal to Top or Bottom Chord		6 – 8d Nails		7 – 8d Nails		8 – 8d Nails				9–8d Nails	
Short Diagonal to Top Chord		8 – 10d Nails		10 – 10d Nails		11 – 10d Nails				12 – 10d Nails	
Short Diagonal to Scab. Also Scab to Bottom Chord		7 – 8d Nails		8–8d Nails	9–8d Nails	10 – 8d Nails				11 – 8d Nails	
Vertical to Short Diagonal or Bottom Chord		None				3 – 8d Nails					
Bottom Chord Splice	10d Nails	33	34	35	37	38	40	41	43	44	46
	12d Spikes*	22	23	24	25	26	27	28	29	30	31
	1/2″ Bolts	4	5			6					

* Spikes are same length as comparable nail size, but larger in diameter.

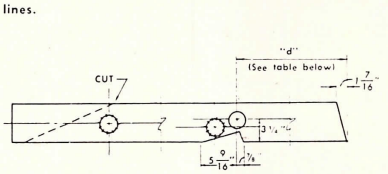


CUTTING DIAGRAMS

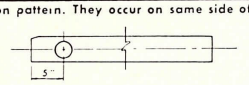
Drill 2 1/2″ split rings exactly as shown. Those rings indicated by hatched line are located by drilling 9/16″ hole in place on pattern. They occur on same side of member as ring shown in solid line. Cuts marked during pattern assembly are shown by dotted lines.



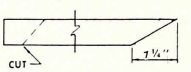
2″ x 6″ TOP CHORD — PATTERN "A"



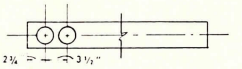
2″ x 6″ TOP CHORD — PATTERN "B"



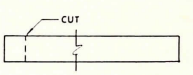
2″ x 4″ BOTTOM CHORD PATTERN "A"



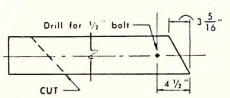
2″ x 4″ SHORT DIAGONAL



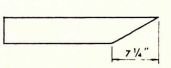
2″ x 4″ BOTTOM CHORD PATTERN "B"



1″ x 4″ VERTICAL



1″ x 6″ LONG DIAGONAL



1″ x 4″ SCAB

END DIMENSIONS ("d") FOR VARIOUS SPANS
Based on Standard Member Lengths Shown in Member Size Table.

End dimensions given allow the maximum possible overhang. For lesser overhang reduce this dimension.

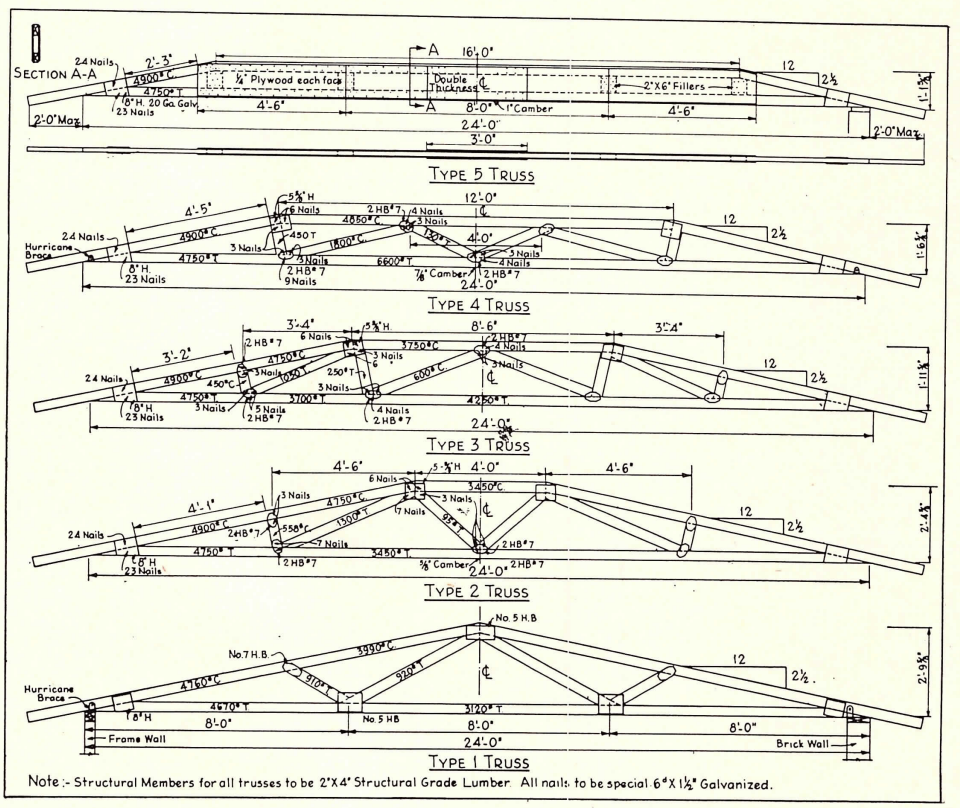
SPAN	20′ 8″	21′ 8″	22′ 8″	23′ 8″	24′ 8″	25′ 8″	26′ 8″	27′ 8″	28′ 8″	29′ 8	30′ 8″
END DIMENSION ("d")	4′ 4″	3′ 9″	3′ 3″	2′ 9″	4′ 3″	3′ 6″	3′ 3″	2′ 8″	4′ 2″	3′ 8″	3′ 2″

4. trusses for a hip roof—

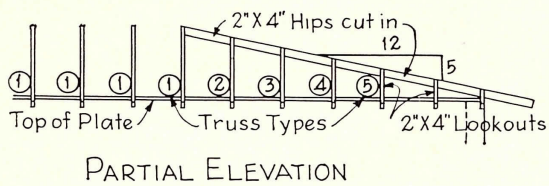
Roof trusses are commonly of the gable type, but the desire to add variety to roof lines while still retaining the advantages of the truss has caused the development of hip-roof trusses. The H-brace trussed rafter system, shown below, was designed for hipped-roof construction by George S. Brockway, consulting engineer for H-Brace, Inc., West Palm Beach, Florida. Five different trusses are used to make up each hip end.

PITCH: 2½/12
SPAN: 24 feet
SPACING: 24 inches on center
LOADS:

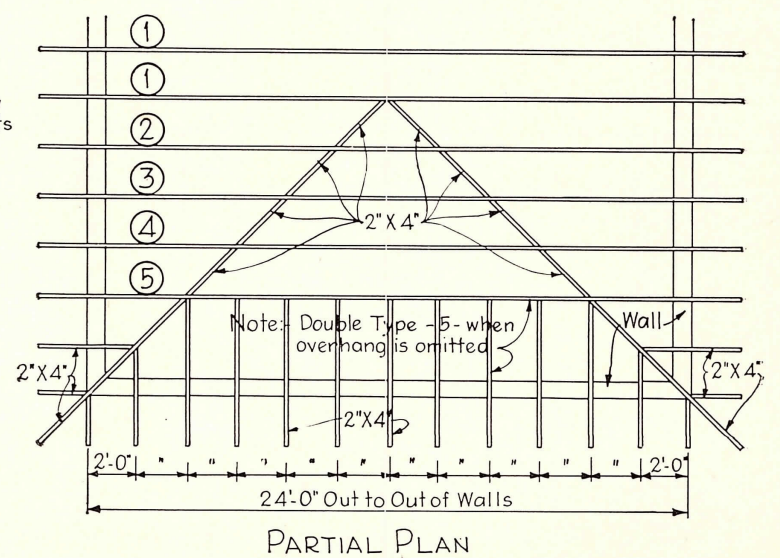
Live Load	30 lbs. per sq. ft.
Dead Load:	
Roofing	11.0
Sheathing	2.5
Truss	1.5
Ceiling	10.0 — 25
	55 lbs. per sq. ft.



(L) Five different trusses are employed to construct hip roof. Trusses, at right, are numbered as to truss type. Trusses, like Type 1, can also be used for gable-roof construction for 2½/12 slope, span of 24 feet. H-Brace, Inc., has also developed a gable roof truss for a 2/12 slope, 24-foot span. Special 6dx1½ inch galvanized nails are used in connection with company's patented, metal H-Brace which connects wood members of trusses



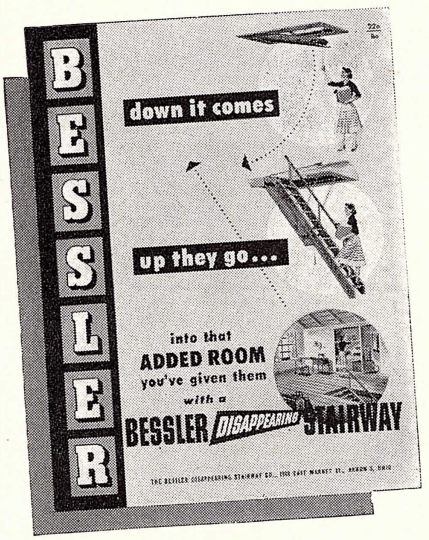
PARTIAL ELEVATION



PARTIAL PLAN

(M-N) At right and above, drawings show how hip trusses are placed in reference to each other. Numbers refer to truss types in order of placement

HOW TO BUILD MORE SALEABLE SPACE INTO HOMES



Write today for FREE BESSLER CATALOG showing how easily and economically you can use BESSLER DISAPPEARING STAIRWAYS (7 Models) to assure more cubic feet per building dollar!

IMMEDIATE DELIVERY

assured on all models!

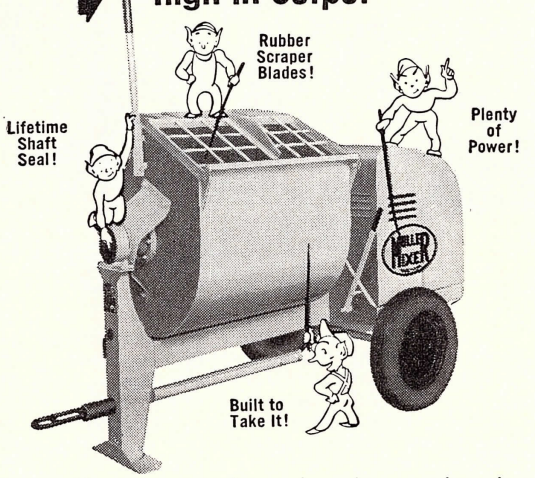
THE BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market Street, Akron 5, Ohio

MULLER MIXERS

low in price and upkeep

high in output

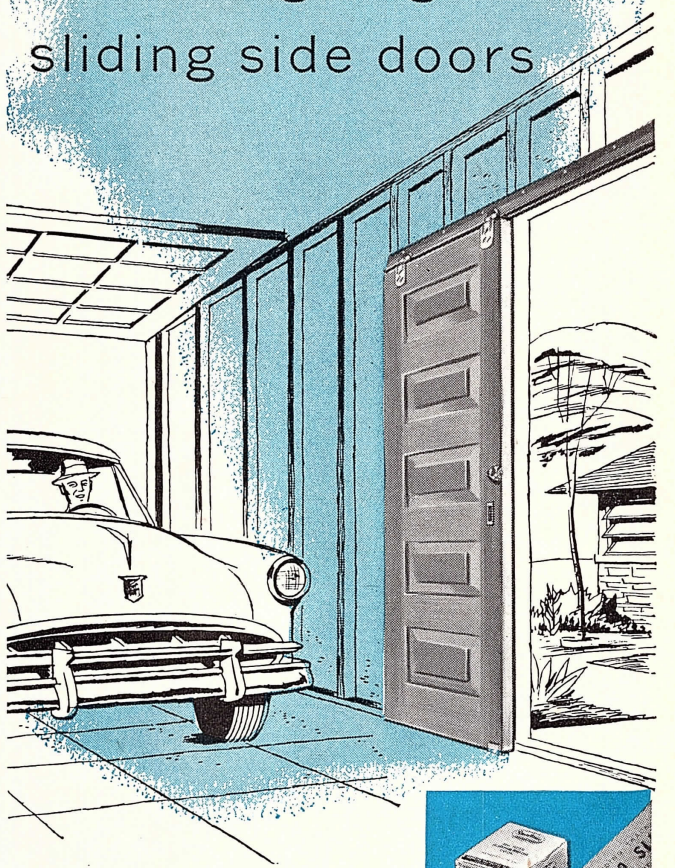


Over 40 years experience in mixer engineering makes Muller Plaster and Mortar Mixers leaders in their field. Strongly built . . . ample drum and power capacity (electric motor or gasoline engine) . . . 2 to 9 cu. ft. sizes (6′ model shown). Rubber scraper blades . . . life-time shaft seals . . . power throw-out or clutch, except on 2′ size . . . prices $180 upward, FOB Factory. Write for name of nearest dealer.

MULLER MACHINERY COMPANY, INC.

Metuchen 4, N. J. Cable Address MULMIX

Sterling® HARDWARE adds space in home garages with sliding side doors



NEW LOW COST WAY TO INSTALL GARAGE SIDE DOORS



Specially designed for home garages. Conveniently packaged. Easier to install than old-fashioned hinged door . . . more convenient because sliding doors are never in the way and can be as wide as desired. Adds extra value in new construction. Hinged doors in existing garages can easily be converted to sliding doors. Write Today For Catalog.

STERLING HARDWARE MFG. CO.

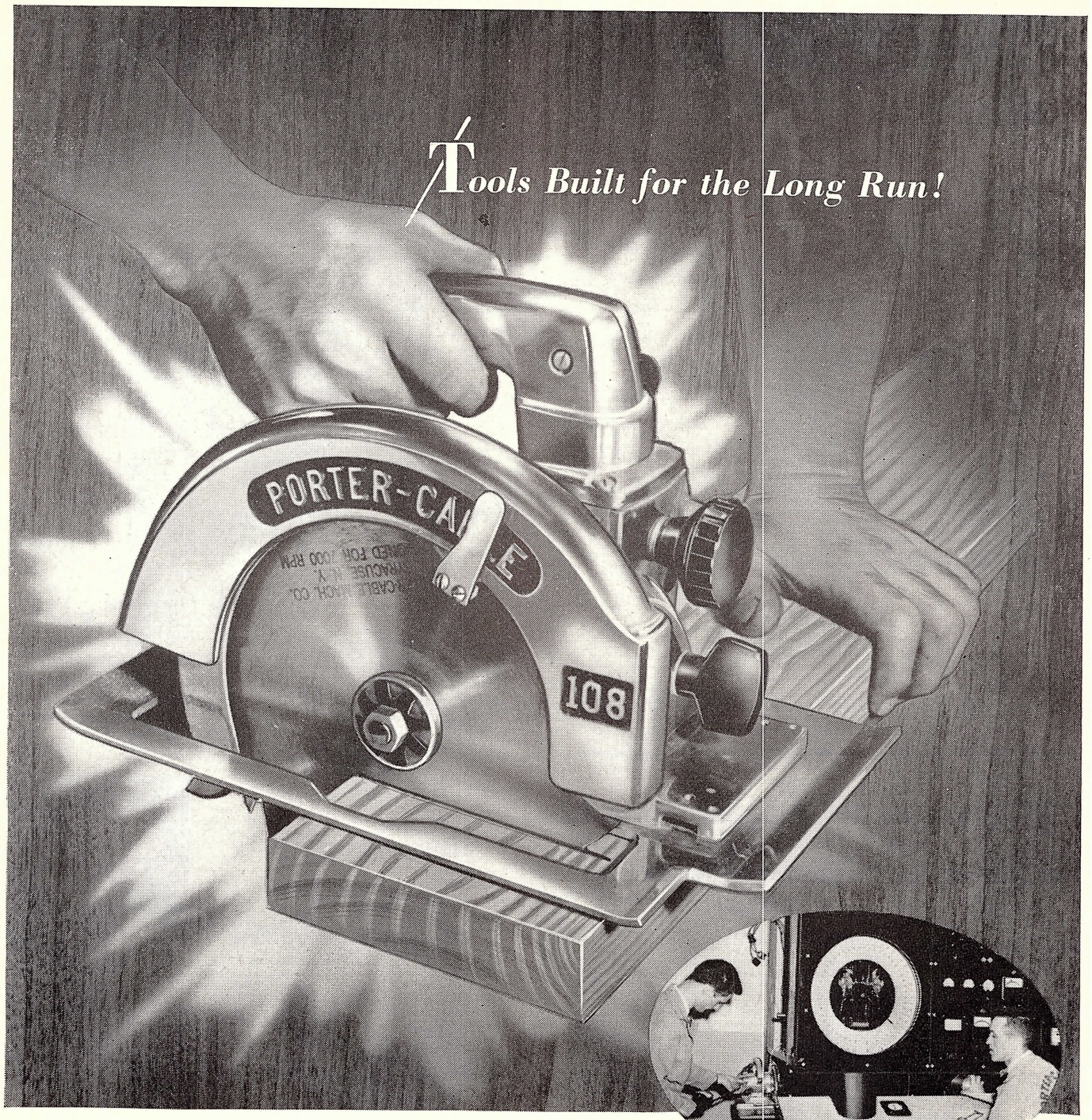
2345 WEST NELSON STREET • CHICAGO 18, ILLINOIS

Sterling means Quality

Sterling® HARDWARE

NATIONALLY ADVERTISED in Leading Magazines
SEE OUR CATALOG IN SWEET'S:
Architectural File • Light Construction File
VISIT OUR DISPLAYS:
Architects Samples Corporation, N.Y.C.
Chicagoland Home Building Center

Tools Built for the Long Run!



Builders everywhere have found that, even after years on the job, Porter-Cable tools continue to work like new. Always accurate, well balanced and with power to spare. What's the secret of their long time, satisfactory service? It's Porter-Cable's superior engineering and construction.

There is good reason for this know-how which you'll recognize in tool after tool, because Porter-Cable has been manufacturing power tools to precision standards for nearly 50 years.

Send for our free catalog of quality electric tools for builders. Model 108 Saw shown above $95.00.

• *In selecting motors for Porter-Cable saws, an exclusive Power and Efficiency test records the temperature rise of all windings under continuous full-rated load. This exacting specification check-up gives maximum protection against burn-out and assures full reserve power when needed.*

PORTER-CABLE Machine Co., 2007 N. Salina St., Syracuse, N. Y.

Routers • Saws • Belt Sanders • Orbital Sanders • Drills • Planes
Chain Saws • Hedgeshears • Combination Drill-Sander

Porter-Cable

Quality Electric Tools





How to beat your flooring budget and make your customers like it!

USE MATICO TILE-- IT'S FORTIFIED WITH PLASTIC

Add up all the proved advantages of asphalt tile—low initial cost . . . low installation and maintenance costs . . . it's performance in on-grade slab construction projects . . . fine, rich colors . . . toughness . . . resiliency . . . and long wear.

Then add POLYSTYRENE PLASTIC—and you've got a budget flooring that's hard to beat!

For this plastic content assures bright, clear colors . . . more constant uniformity of shade . . . and years of wear.

Wonder of it all is that MATICO costs no more than ordinary asphalt tile flooring . . . gives you and your customers MORE for the money.

Find out today why nationally recognized builders everywhere (such as Levitt & Sons) . . . and their budget-conscious customers . . . prefer FORTIFIED MATICO asphalt tile flooring. Write for full details.

QUALITY CONTROLLED
MA·TI·CO
TILE FLOORING

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Dept. 5-7

MASTIC TILE CORPORATION OF AMERICA

Manufacturers of Aristoflex • Confetti • Parquetry • Asphalt Tile • Cork Tile • Plastic Wall Tile

Joliet, Ill. • Long Beach • Newburgh, N. Y.

195

Air-Cooled
Marvair
AIR CONDITIONER

. . . announces the

LOWEST-COST UNIT for HOT CLIMATES and HIGH AMBIENT TEMPERATURES

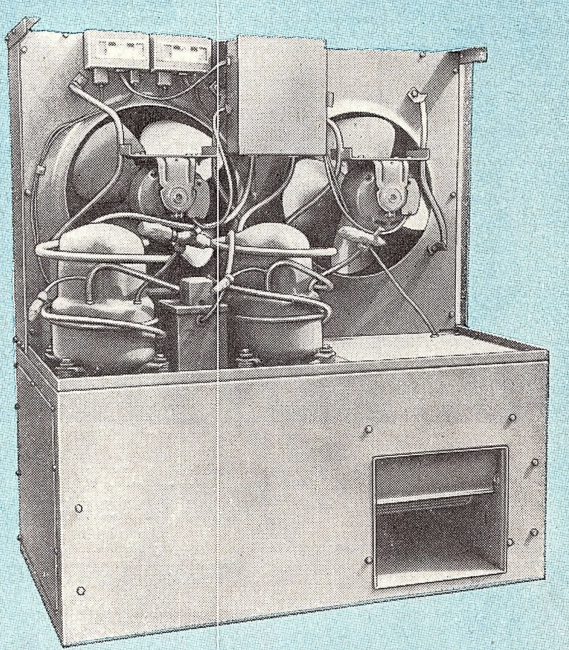
Keeps on Air Conditioning . . . even at 120° F. Plus!

Are you building in a region where the thermometer goes sky-high? Where home buyers demand relief from oppressive heat . . . or excess humidity? Then get complete facts about the new 3-Ton Air-Cooled MARVAIR Air Conditioner!

Like all air-cooled MARVAIRS, it needs no plumbing, no water; can be used with any type heating. The suggested location in attic above central hall eliminates all ducts, with dropped ceiling in the center hall serving as dispersal chamber.

This 3-ton unit gives perfect cooling and dehumidifying in houses up to 2100 sq. ft. Specially built for hot climates—won't "quit" even at 120° F. plus! Dual unit makes it very economical. Only one system operates if demand is light, both when heavy.

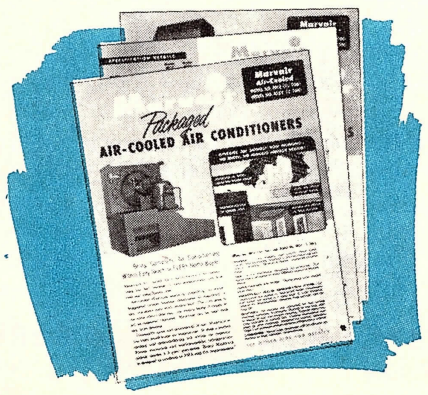
NEW 3-TON DUAL UNIT



DESIGNED TO FHA-VA REQUIREMENTS

Also available in 1½ and 2-Ton Sizes

A Complete Line of Marvair Water-Cooled Packaged Units also available.



Ask for New "SPEC" Sheets!

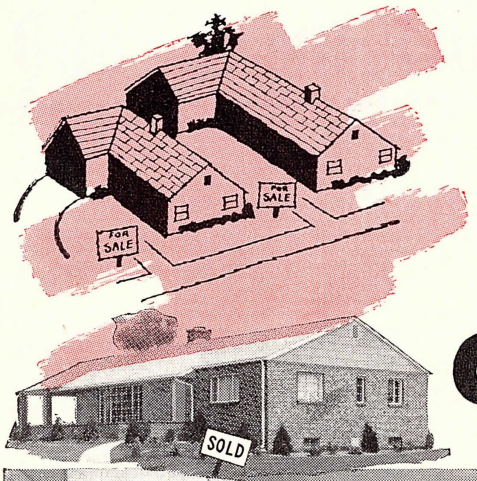
See your local MARVAIR distributor or write today:

MARVAIR

DIVISION OF MUNCIE GEAR WORKS, INC., MUNCIE, IND.

THE MOST COMPLETE BUILDERS' LINE IN THE AIR CONDITIONING FIELD

Same Prospects—Same Street—Same Price Bracket



American Kitchens

HELP OUTSELL COMPETITION 2 to 1



says prominent builder
LEON N. WEINER
WILMINGTON, DELAWARE

Leon N. Weiner of Franklin Builders, Inc., Wilmington, Delaware, says: "Two similar housing projects just across the street from one another. Our 167 house project is completely sold out—the other project is only about half sold! I'm so sure that American Kitchens helped do it that there will be an American Kitchen in every house of our new 600 home project!"

Weiner, shown at left, says: "We install every kitchen complete with an American Kitchens garbage disposer, and in our new 600 home project we plan to offer American Kitchens Roto-Tray Dishwashers as optional equipment."

Smart builders know that American Kitchens have all the work-saving and convenience features that women look for in a kitchen . . . smooth, easy to clean surfaces . . . drawers seamless as a china bowl . . . colorful seamless vinyl counter tops . . . 15 per cent larger sink bowls with no dirt-catching back ledge. Yet—American Kitchens cost less than good wood cabinets—actually cut labor costs, for 2 men can install 5 American Kitchens a day!

Let us prove how famous builders use better quality American Kitchens at no extra cost to sell homes faster!

American Kitchens

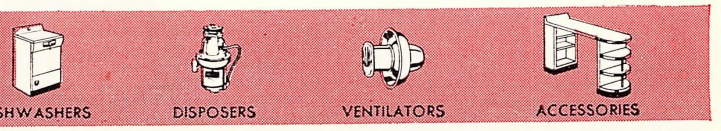
"Cabinets of steel for lasting appeal"

AMERICAN KITCHENS DIVISION AVCO CONNERSVILLE, INDIANA

AMERICAN KITCHENS
AVCO Manufacturing Corp.
Connersville, Ind., Dept. AB 7-4

- ☐ I'd like to have "no obligation" quotation on my next kitchens.
- ☐ Please send your new Architects' and Builders' File.

Name_____
Address_____
City_____ Zone____ State_____



NICHOLS
NEVER-STAIN
NEW Straightline
ALUMINUM
BUILDING
CORNERS



Another NICHOLS FIRST!

★ FIRST modern, all new, exclusive "Straightline" design Aluminum Building Corner for clean, modern look.

★ FIRST attractive package — easy to merchandise on shelves and counters. Easy to ship — easy to handle.

★ FIRST 100-corner package — full profit — no waste. No damaged corners — no counting — no wrapping. Corners always protected from damage, dust and deformity. Saves labor, material and sales-time.

★ Plus a complete line for all bevel siding. Corners dimpled for quick nailing.

PLACE YOUR ORDER NOW!

ATTRACTIVE STURDY PACKAGING
5 Packages of 100 each per carton



READY FOR
COUNTER DISPLAY
AND SALE

FULL-COUNT • NO DAMAGE
NO COATING TO CHIP OFF

PACKAGING DATA

SIZE	PKG. ORDER NO.	PKGS. PER CTN	QUAN. PER CTN.	APPROX. WT. LBS. PER CTN.
½" x 6"	80	5	500	21
½" x 8"	81			28
¾" x 8"	82			28
½" x 10"	83			34
¾" x 10"	84			34
¾" x 12"	85			41

NICHOLS
NEVER-STAIN®
Aluminum
NAILS

Available in a complete range of types and sizes for use where the elimination of rust streaks and stains is desired. Include these nails with your Building Corner order.

NICHOLS WIRE & ALUMINUM CO.
DAVENPORT, IOWA
World's Largest Manufacturer of Aluminum Nails

ON and OFF the RECORD

CONSERVATION MAN of the year, from this vantage is Joe Meegan, personable executive of the Back of the Yards Neighborhood Council, Chicago.

BACK OF THE YARDS is the neighborhood behind the Chicago Stock Yards. It's old. It's houses range up to 75 years in age. Few of them have been built since the mid-twenties.

MEEGAN DECIDED to arrest the movement of old settlers from the district, and convince their sons and daughters that they, too, should stay.

HE ALSO had in mind the conviction that children present delinquency problems in direct proportion to the quality of the homes from which they come.

WITH THE AID of the churches, one or two department stores, numerous savings and loan associations in the district, the local newspaper and the packing plants, Meegan instituted a one-man crusade to modernize and spruce up the houses.

BEGINNING LAST JUNE, and with the program continuing, Meegan's efforts have resulted in phenomenal changes.

MORE THAN 1,000 HOUSES have been remodeled; a score or more have been demolished because they were untenantable; abandoned stores have been converted into apartments; more than 400 vacant parcels of real estate have had titles cleared and thus are available for building, and building ordinances are being enforced.

THE NEIGHBORHOOD is entirely self-supporting. Not one penny of government money, local or federal, has been solicited or used.

THE WHOLE FACE of the neighborhood has been changed. Alleys are clean enough to eat in. Streets are unlittered. Children are taught not to throw papers on the streets. There are depositories. Adults are admonished to be careful about cigarette and cigar stubs. Lawns are well tended, and flower gardens are the rule.

THE CHANGE is phenomenal, and it is all based on inculcating a sense of community responsibility, and pride in homes.

IT'S TRUE that the Catholic church plays a very important role in the program, but so do the savings and loan associations, the local weekly newspaper, the employers in the packing plants, and the department stores who like the cash business of the old inhabitants.

THE SAME RESULTS can be obtained in any community, if the proper leadership is available.

FRITZ BURNS, hearing about Back of the Yards from *American Builder*, made a trip to the neighborhood.

SAYS FRITZ, "This man Meegan is a lot of people all rolled into one personality. He's a priest, a heavyweight boxer, a roughneck, a gentleman of the first order, a master salesman, a master politician, a dreamer, and a guy who transforms dreams into realities in a split second. But you can find all of his attributes in individuals in any community."

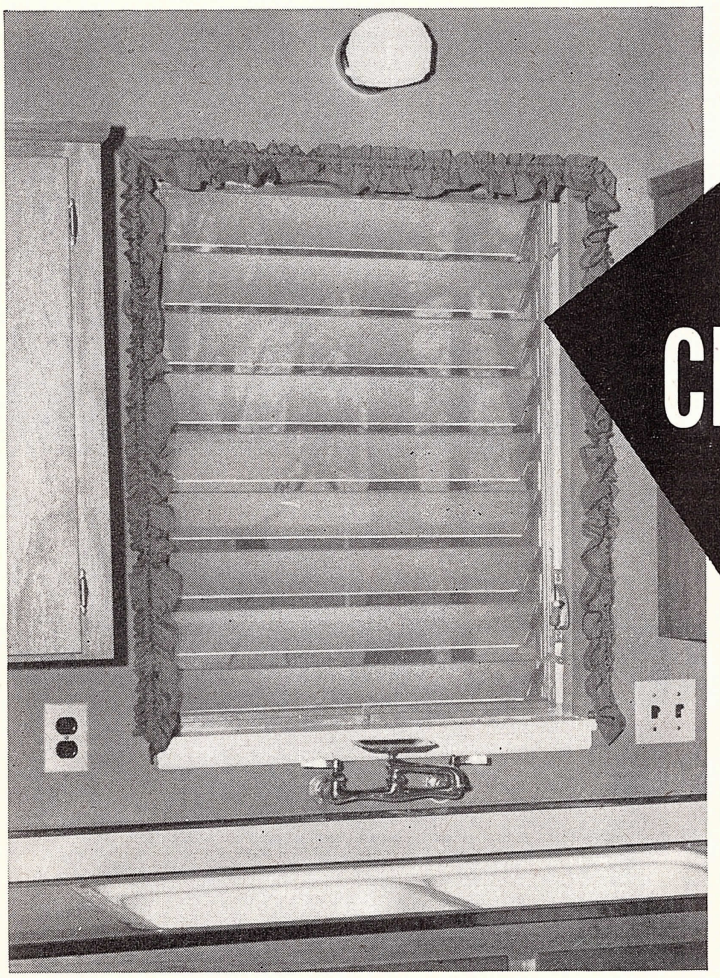
THAT MEANS that there may be only one Meegan, but any community can come up with a committee of individuals who can inspire the same action.

A.G.C., that is Associated General Contractors of America, the engineering, municipal and heavy building construction segment of the construction industry, reflected optimism for the future at its recent annual convention. And it is making plans to meet responsibility and opportunity in the tremendous job of rebuilding America for the air and electronics age that lies ahead.

PITTED GLASS, recently in fore as news, has been de-mystified by

(*Continued on page* 64)

Kelco® QUALITY Jalousie Windows help put SALES APPEAL into ultra-modern, fast-moving GARLING HOMES



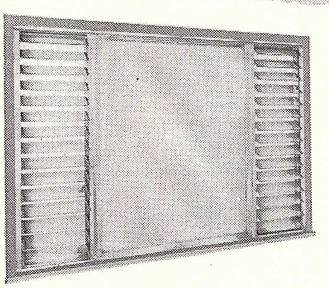
GARLING Construction Company CHOOSES Kelco® QUALITY TOO!

Kelco Aluminum Jalousies as shown above in the kitchens of the Garling Studio Homes development in Detroit.

Here is a window that is new. Women love its beautiful appearance, ease of operation permitting 100% ventilation quickly removing cooking odors and heat.

KELCO JALOUSIE Windows are of quality construction with effective **triple action** stainless steel weatherstripping providing exceptionally tight closure. Designed to last the life of the building. Economical to install.

"WINTER TESTED"



Extruded Aluminum Picture Windows with jalousies of exceptional design are winning wide popularity wherever windows are used.

Builders everywhere are finding Kelco quality jalousies are just about the "hottest" item in the entire field for making houses sell faster.

The Kelleher Company

2525 HART AVE. • DETROIT 14, MICH. • PHONE: VALLEY 2-3554

Twenty-Five Years of Building Specialties Manufacture

WRITE—The Kelleher Company
2525 Hart Avenue, Detroit 14, Michigan.

Please send detailed information on KELCO Quality Jalousies and name of the nearest KELCO distributor.

NAME_____

ADDRESS_____

CITY_____ STATE_____



On this side of the building "Century" APAC was applied directly over the existing stucco surface by means of special machine-driven nails. Applicator: John & Howard Trout Co., Ocean City.



Shriver's, Ocean City, N. J., is located on the Boardwalk just a few hundred feet from the ocean. The building, therefore, is constantly exposed to extremes of weather and the corrosive salt and moisture in the air.

"CENTURY"® APAC

Solves Tough Siding Problem For Seaside Business

There isn't a much tougher testing ground for siding than the seashore! The owner of this resort business noticed how well asbestos-cement siding had served for years on other structures in the area. When the siding on his own building needed replacement, he had his contractor apply a new wall of "Century" APAC.

And well satisfied he is! He is particularly pleased with APAC's resistance to moisture damage and its ability to stay put for years on end with maintenance at a minimum. But these are only a few of APAC's many advantages.

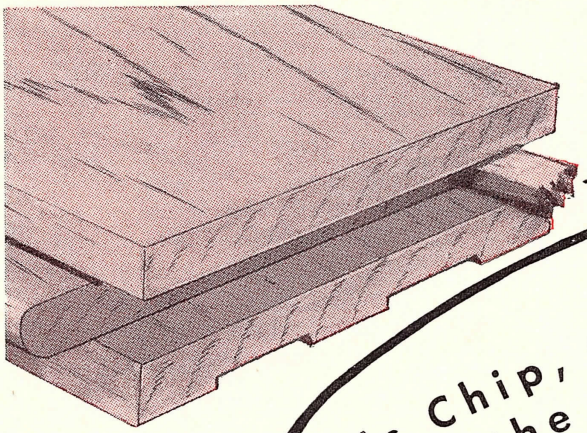
"Century" APAC is made from asbestos fiber and portland cement in large, easy-to-handle, easy-to-apply sheets. It cannot burn, rot, or corrode; never needs protective paint or costly maintenance. It can be applied over almost any existing siding with a minimum of tools, time, and labor. It serves for interior walls and ceilings, too, making clean, neat rooms that are easy to care for.

Keep this nationally-advertised, all-purpose building board in mind. Recommend it with the confidence that your customer will like the finished job—enough to call you back for other applications of "Century" APAC! Write for full information today.

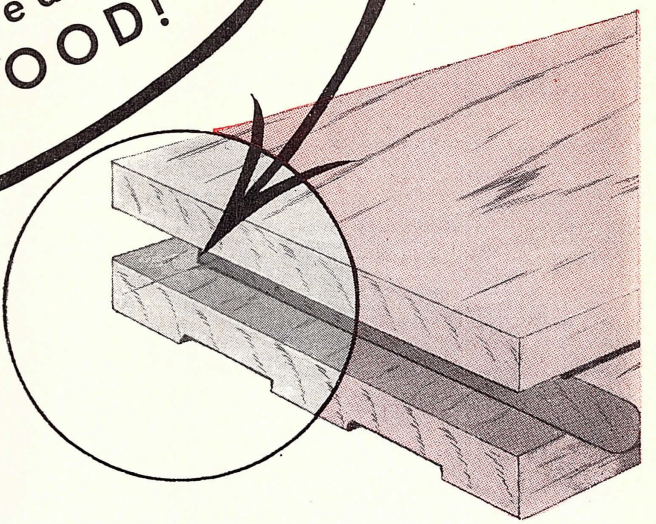
KEASBEY & MATTISON COMPANY • AMBLER • PENNSYLVANIA

Nature made asbestos . . . Keasbey & Mattison has made it serve mankind since 1873

K&M best in asbestos®



This Chip, an occasional foe of the past, has been 100% banished --- by LOCKWOOD!



ANOTHER IMPORTANT IMPROVEMENT IN THE MANUFACTURE OF

MOUNTAIN-GROWN

Lockwood

OAK FLOORING

Meet Our New Remarkable Splinter Clipper

Lockwood Oak Flooring long has been a product of superior quality because of its *Nail Groove, Double Hollow Back* and *Eased Bottom Edges!*

Now comes a truly great additional refinement — the new SPLINTER CLIPPER.

The SPLINTER CLIPPER is one more reason why LOCKWOOD OAK FLOORING is a more desirable product giving the dealer another "consumer appeal" selling point!

Remember the occasional annoying "chip" or "splinter" left in the end groove of the flooring? . . . the one caused by the grooving saw on the End Matcher?

WELL, IT'S GONE FOR GOOD NOW . . . thanks to the SPLINTER CLIPPER!

Our SPLINTER CLIPPER is a saw that darts into the end-matched piece, beveling the grooved corner, and thus eliminating any chip or splinter that otherwise might have been left there!

Call this New Feature to the attention of your customers! **You'll thereby help them to do a better job with a better product, at less cost!**

Your sales of Lockwood Oak Flooring will increase when you sell all of its wonderful advantages!

NOFMA CERTIFIED OAK FLOORS

CLOUD OAK FLOORING COMPANY

SPRINGFIELD, MISSOURI

Quality Oak Flooring Since 1926

Detroit's GARLING CONSTRUCTION COMPANY



Fred C. Garling, Jr.

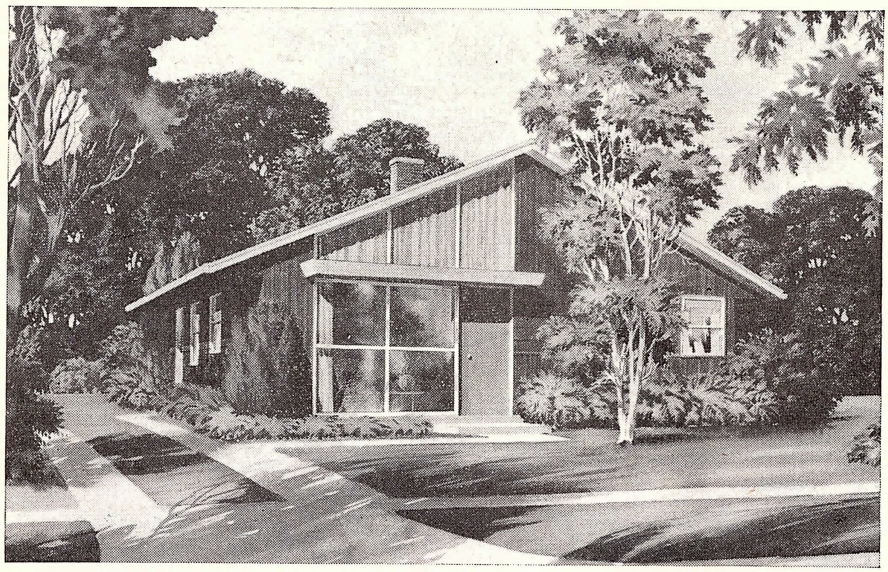


James C. LaBeau

Selects Fleetlite

AMERICA'S *Finest* WINDOW

for their next 1,000 $9,000 to $10,000 HOMES



This Garling Studio House is equipped with Fleetlite double, double hung aluminum windows and picture windows.

Wonderful Sales Story

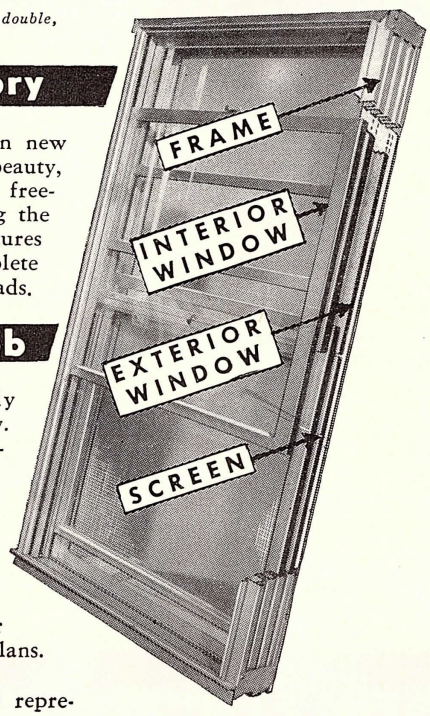
• Garling features Fleetlite windows in new Detroit homes. It's a story of quality, beauty, fuel economy, convenience and lasting freedom from maintenance. They're telling the story and demonstrating the many features over TV; they're dramatizing the complete homes and windows in their newspaper ads.

Saves Time on the Job

• Fleetlite windows are completely assembled and glazed in the factory. They are shipped in corrugated containers ready to nail into place after walls are erected. Time and skilled labor are saved on the job.

You'll find that America's finest windows — Fleetlite — cost far less than you'd expect. See them . . . and discover their unusual features for yourself . . . Let us quote on your plans.

Territories open for full time factory representatives and dealers.



Nationally Advertised in Consumer Magazines

FLEET OF AMERICA, INC. • 112 Pearl Street, Buffalo 2, New York

On and Off the Record

(*Continued from page 60*)

top research officials of Pittsburgh Plate Glass Company.

IT'S JUST THIS SIMPLE, says the Pittsburgh people. Samples of pock-marked glass and "damaged" windshields show only one thing—that the glass has been hit. The damage has been caused by impact with cinders, gravel, limestone or other similar materials.

MICROSCOPIC examination of the damaged areas failed to reveal any trace of foreign matter which could be analyzed or studied.

ELECTROSTATIC CHARGES from atmosphere could not be responsible, they say. A charge of 127,000 volts would be required to pierce a windshield, and it is not known how such voltage could be developed on a windshield.

CHEMICAL ACTION was also ruled out. Any known chemical that would attack glass would also attack people or the bodies of the automobiles.

SCHOOL BOARDS are going modern. Most of them say today that schools built as monuments are strictly "for the birds."

THERE'S A MARKED trend away from the multi-storied school. The theme sought today is warmth, friendly appearance and flexibility.

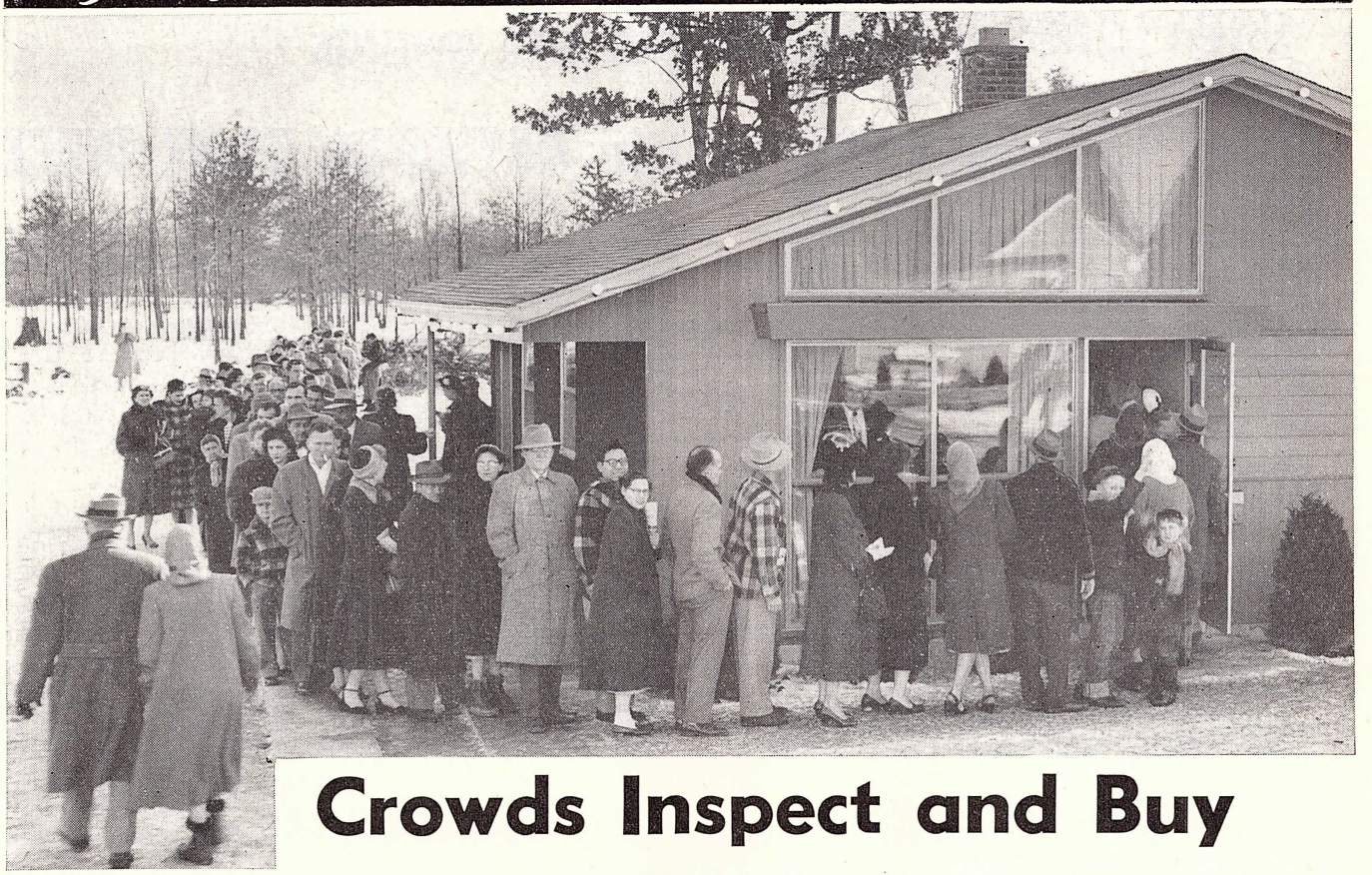
KEEP THEM LOW and expansible, demand the school boards; design them for fast entry and exit.

"MOST INSTRUCTIVE DAY of the year for me," says Al Roberts, personable president of Greater Boston Home Builders, "is our preview day, the day we tour the houses to be shown during National Home Week."

IT'S A DAY set aside annually for the officers and many members to inspect the houses, their furnishings, and the preparations made for handling the public during National Home Week.

"ACTUALLY," added Al, "it is a comprehensive, one-day, short course in just about everything that is new in materials, appliances and equipment, and how to incorporate them in saleable design."

Fleetlite The Window that Sells the HOUSE



Crowds Inspect and Buy

GARLING QUALITY HOMES

featuring Fleetlite windows

AMERICA'S *Finest* WINDOW

Greatest Protection from

WIND
DUST
SOUND
HEAT
COLD

Proven by independent laboratory tests to be finest engineered construction available today. Permits less air infiltration than any other operating window, yet adjusts instantly with fingertip ease to provide any amount of controlled ventilation. No other window has so many — easily demonstrated — benefits that help sell houses.

Fleetlite Windows are advertised in House Beautiful, House & Garden, Architectural Record, Architectural Forum, Small Homes Guide, Business Week, Home Modernizing, Catholic Building and Maintenance, The Home Owners Planning Kit, Sweet's File.

FLEET OF AMERICA, INC., 112 Pearl Street, Buffalo, New York

Gentlemen: Please send me Builders costs and details on Fleetlite windows.

Name.....

Address.....City.....Zone.....

Number of houses built per year ☐

HOW LUMBER DEALERS can win awards for taking part in NATIONAL HOME WEEK

National Home Week in 1954 is a growing snowball, now in its sixth year of rapid expansion. During the week from September 19th through the 26th, well over 10,000,000 people are expected to flock to new and remodeled houses and to lumber yard open houses throughout the country.

Interested lumber dealers who would like to participate in National Home Week will find a detailed account of the four ways they can set up or take part in local programs in their communities on pages 65 to 68 of the June *American Builder*.

Dealers Benefit Several Ways

Each dealer who promotes and carries on a National Home Week campaign in his home town enjoys direct benefits through building up his local prestige, through working with other local building factors, by producing actual sales, receiving inquiries, and by developing a large "Class A" prospect list for future sales of materials for new homes and remodeling jobs.

In addition, each participating dealer becomes eligible for additional recognition at the next annual meeting of his state or regional association, and in his home town. All a dealer need do to become eligible for a National Home Week prize award from *American Builder* is to fill out and return the coupon at the bottom of this page. The award consists of an attractive scroll, suitably framed, for display in the dealer's office. Awarding of the scroll at the dealer's annual trade association convention can be repeated, if desired, in the dealer's home town before a local meeting of the Chamber of Commerce or business men's service club, brightened by camera flash bulbs and brief presentation speeches that assure the winner benefits of maximum publicity. Where dealers work with local builders, realtors, bankers or others in National Home Week programs, joint awards are made to participants.

Tell What You Did

Awards to dealers are made for good presentations in which the dealer merely reports in detail what he did during National Home Week. Entries need not be elaborate. They should include pictures and blueprints of any houses used in demonstration displays. They can be new homes or remodeled ones. Send tear sheets of local newspaper publicity, tie-in ads or special editorial features, copies of radio or TV commercials, or special contests. Include a report on the number of visitors at your local demonstration home or at your yard, prospects developed, sales made, examples, descriptions or pictures of unusual displays, photos showing how houses were furnished, and by whom, a report of community participation by churches, clubs and other organizations, proclamation of National Home Week by your mayor, city manager, and similar details.

After filling in and returning the entry blank on this page you will receive instructions for dealer participation in NHW that will make you eligible for an award.

AMERICAN BUILDER 1954 AWARDS

As it has since 1950, *American Builder* again will sponsor two competitions, one for associations affiliated with the National Association of Home Builders, the other for retail lumber dealers. Entry blanks and a set of instructions and rules will be supplied to each NAHB local association through NAHB's public relations department.

DEALER ENTRY BLANK

I wish to enter the .....
(company name)

in the *American Builder*—National Retail Lumber Dealer Association's National Home Month Contest. It is understood that you will send me a complete copy of the rules governing the contest within a few days.

Name of Proprietor .....

Name of Manager (if line yard branch) .....

.....

Address of Headquarter's Office (if line yard branch) .....

.....

Address of local yard .....

←

Retail lumber dealers can get their instructions and rules by filling out entry blank left and mailing to the National Home Week Competition Editor, *American Builder*, 79 W. Monroe St., Chicago 3, Illinois



Floor: Jackstraw K655. Counter top: Gold Seal VinylTop 3009. Gold Seal Congowall W36.

You can make rooms look bigger with Gold Seal Nairn Inlaid Linoleum

"Jackstraw"

TRADE-MARK

Have you ever seen a floor make a small room look so big? The colorful Jackstraws seem to push back walls and let in light. *Every* house-hunting couple is looking for extra large, airy rooms. You can convince them they've found their dream house in *your* house . . . with the help of "Jackstraw" in Gold Seal Inlaid Linoleum.

Look at the talking points it gives you! "Jackstraw" makes decorating easy . . . in every pattern there are four different colors to work with! It's practical, too . . . long wearing, grease resistant and easy to clean. It's so resilient customers notice the comfort underfoot. Next time you build, make your home easier to sell. Specify "Jackstraw" in Gold Seal Inlaid Linoleum. You *know* it will be a success! By the yard or in 9″ tiles it offers you the famous Gold Seal guarantee of satisfaction or your money back. Mail coupon for detailed information...and for free Gold Seal sign to use in model homes.

GOLD SEAL®
FLOORS and WALLS

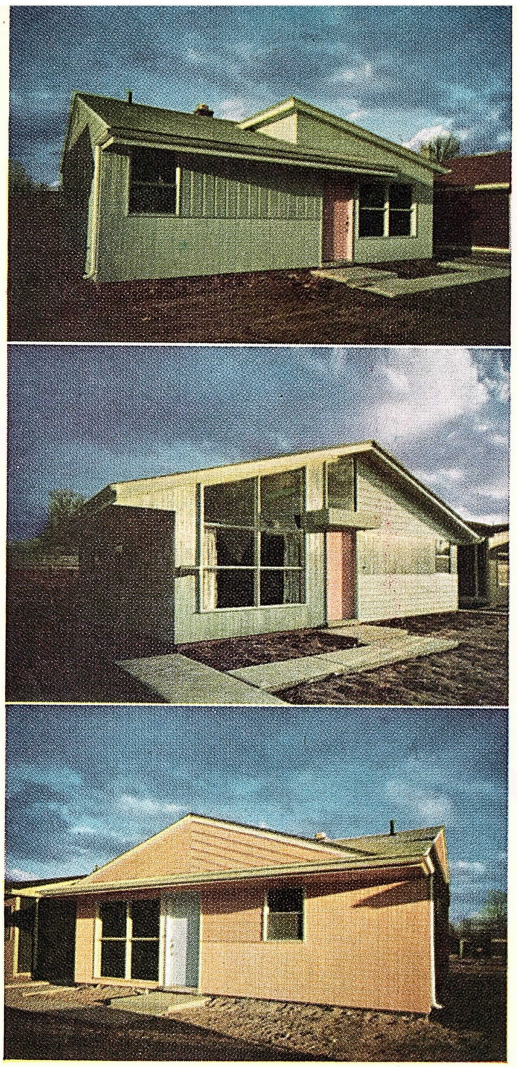
Congoleum-Nairn Inc., Kearny, N. J. ©1954

Builders' Service Dept., Congoleum-Nairn Inc., Kearny, N. J. Send me more information ☐
Send me free Gold Seal sign ☐ **AB-7**

NAME_____

ADDRESS_____

CITY_____ **STATE**_____



Three of the five different front elevations that fit one floor plan. Five color schemes for each of the five elevations help to create custom look

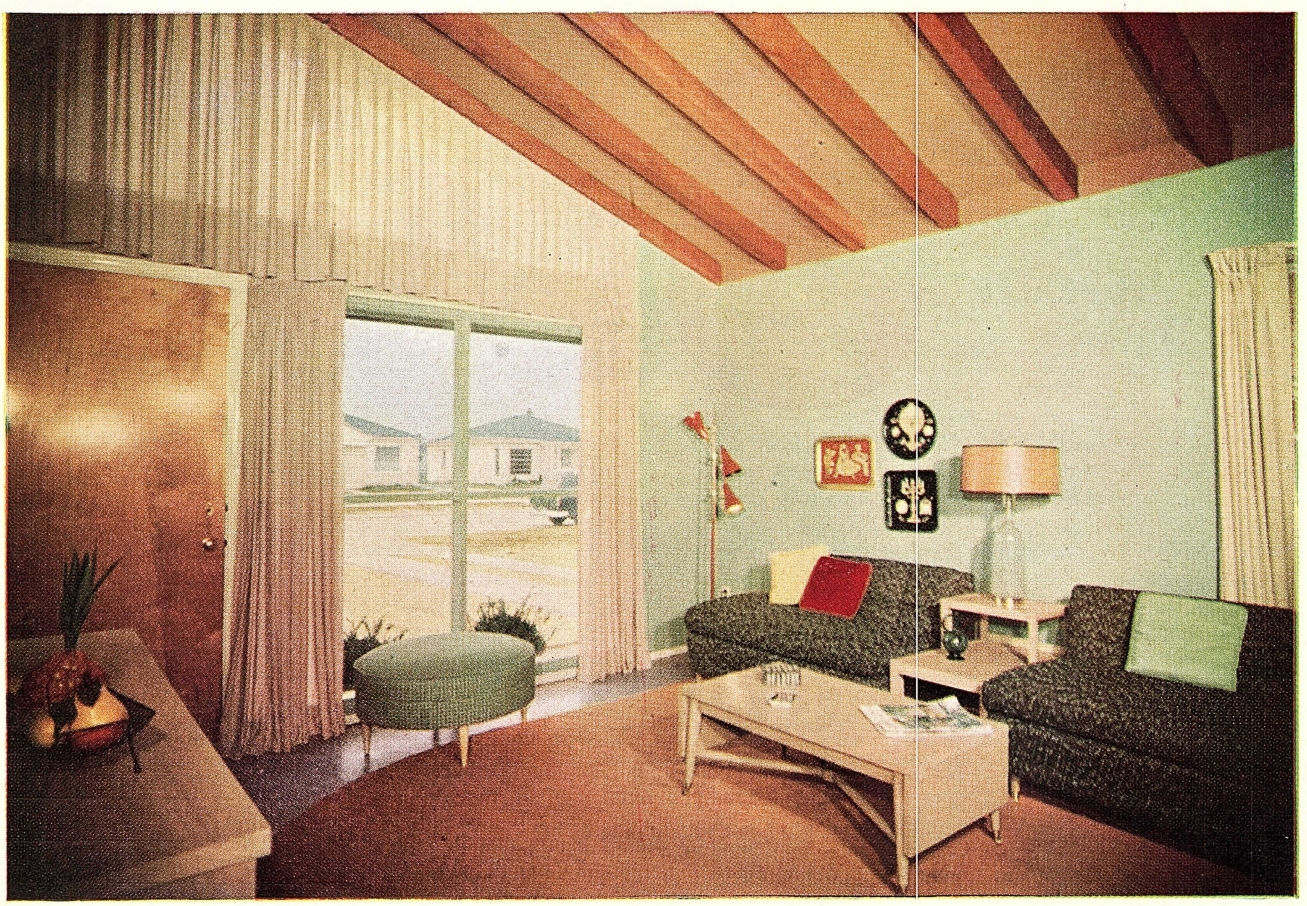
AMERICAN BUILDER BLUEPRINT HOUSE

a small house

BUILDER:
Garling Construction Company,
Dearborn, Michigan

DESIGNER:
Robert Thomas,
Dearborn, Michigan

SQUARE FOOT AREA 800
COST PER SQUARE FOOT $9.50



that looks big



Tilt-up method is used to erect Studio House. Five to six weeks is total construction time per house

How to make a small house look big? How to present a variety of exterior front elevations while using one floor plan?

These were the problems that confronted Garling Construction Company of Dearborn, Michigan, when it was decided to build low-cost houses on a project basis.

Working on the theory that visual space can be illusionary, can create the impression of physical space, the *Studio House* was developed by Garling. To bring about the impression of bigness, an open-ceiling plan was used throughout the kitchen-dining and living areas.

None of these three areas is large in itself. But each, viewed from one of the others, seems large because the eye ranges beyond and above the stub walls that form the storage unit; can look through and beyond the divider between the kitchen-dining space and the living room.

The large window wall in the living room helps to emphasize a freedom from restriction usually felt in the very small house. In effect, the Studio House gives the peculiar effect of being larger inside than out —what every small house-searcher is always hoping to find.

Though each of the proposed Studio Houses has an identical floor plan based on a 28x28-foot square, five different front elevations are offered. Large window walls feature each of the exteriors. Combination

MORE



View of 13-foot high studio living room, full window wall, gives feeling of spaciousness for relatively small area. At right, view from kitchen is unrestricted, gives effect usually found in more expensive houses. Folding doors throughout house save 50 square feet of living space

nothing clinical about the studio kitchen—open ceiling, brick wallpaper give it space, warmth



For information about complete one-quarter inch working plans of this house write *American Builder* Home Plan Service, 79 W. Monroe St., Chicago 3, Ill.

BRAND NAME PRODUCTS USED

Aetna plywood
Amerock cabinet hardware
Barrett shingle roofing
Briggs beautyware lavoratory and bathtub
BullDog pushmatic circuit breaker
Celotex rigid board insulation
Celotex shadowlap siding
Certain-teed drywall
Dexter door hardware
Eljer deepwell sink
Fleetlite windows
Formica counter tops
Glauver brass faucets
Homasote roof decking
Kelco jalousie window
Leeson downflo heater
Libby-Owens-Ford glass
Lincoln lighting fixtures
Lochinvar water heater
Lo-K blanket insulation
Matico floor tile
Minneapolis-Honeywell controls
NuTone kitchen fan
Orn-Craft wrought iron divider
Owens-Corning fiber glass insulation
Rib Lock plastic tile
Sisalkraft vapor barrier
Spacemaster Modernfold folding doors
Weldtex striated U. S. Plywood

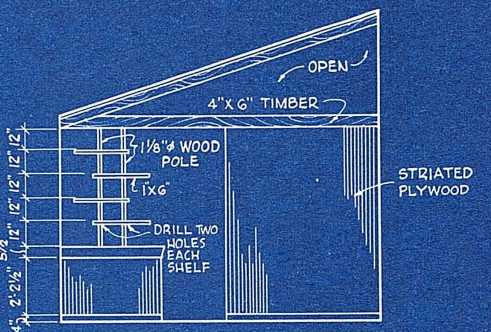
For details, see Gatefold Blueprint

of horizontal siding and vertical striated siding, plus artful arrangement of windows and door present a pattern of interest.

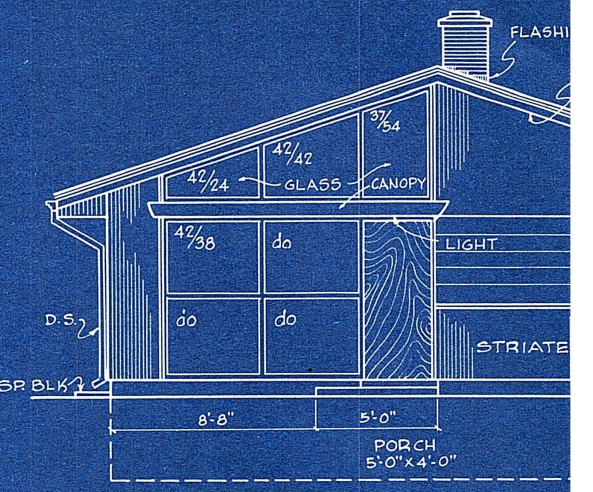
Color was felt to be an important part in creating, as much as possible, a custom look. A top color stylist was hired to work out five decorative schemes for the interiors and five others for the exteriors. Thus color harmonized plans are offered with each of the elevations.

The Studio House is basementless. A 4-inch floor slab is poured over four inches of pea gravel fill and 30-pound asphalt felt. Heat is gas (automatic downflow) based on a modified perimeter duct system under the floor slab.

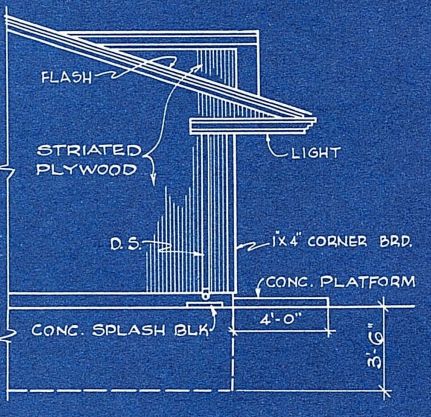
All walls and intermediary ceiling over bedrooms and bath are insulated. Ceiling over living-dining-kitchen areas follows the line of the roof with 4x6 rafters left exposed. Two-ply roof decking is applied over rafters and exposed on the underside for painting. Over the roof decking, which is 1⅜ inches thick, is applied half-inch rigid insulation followed by roofing shingles.



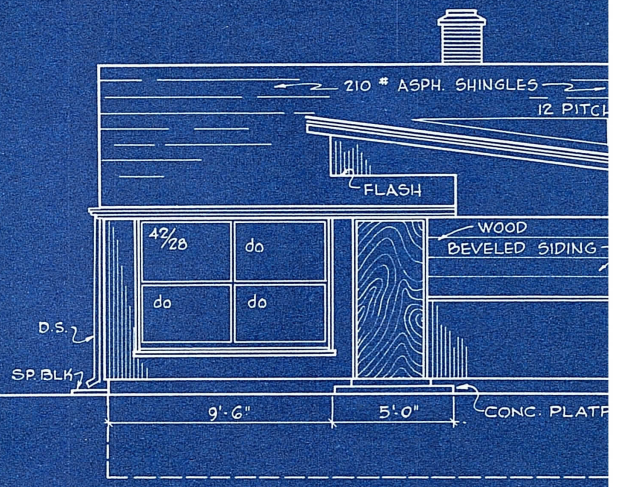
• LIVING ROOM WALL •
SCALE: 1/8"=1'-0"



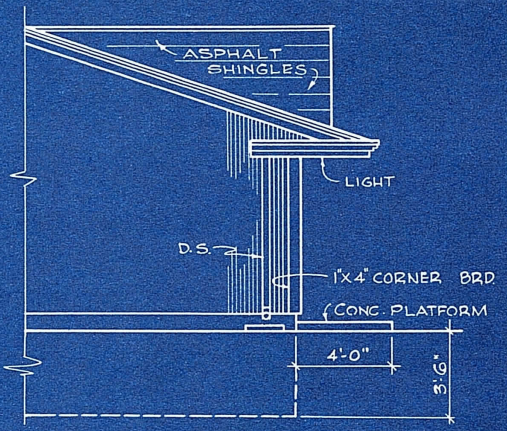
• FRONT ELEVATION •
SCALE: 1/8"=1'-0"



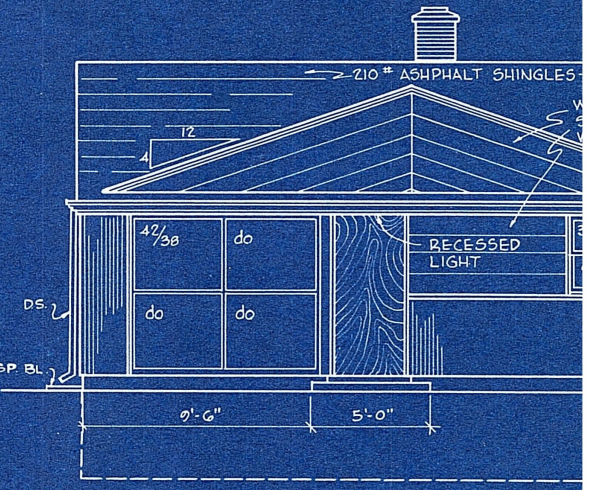
• SIDE ELEVATION •



• FRONT ELEVATION - ALTERNA
SCALE: 1/8"=1'-0"

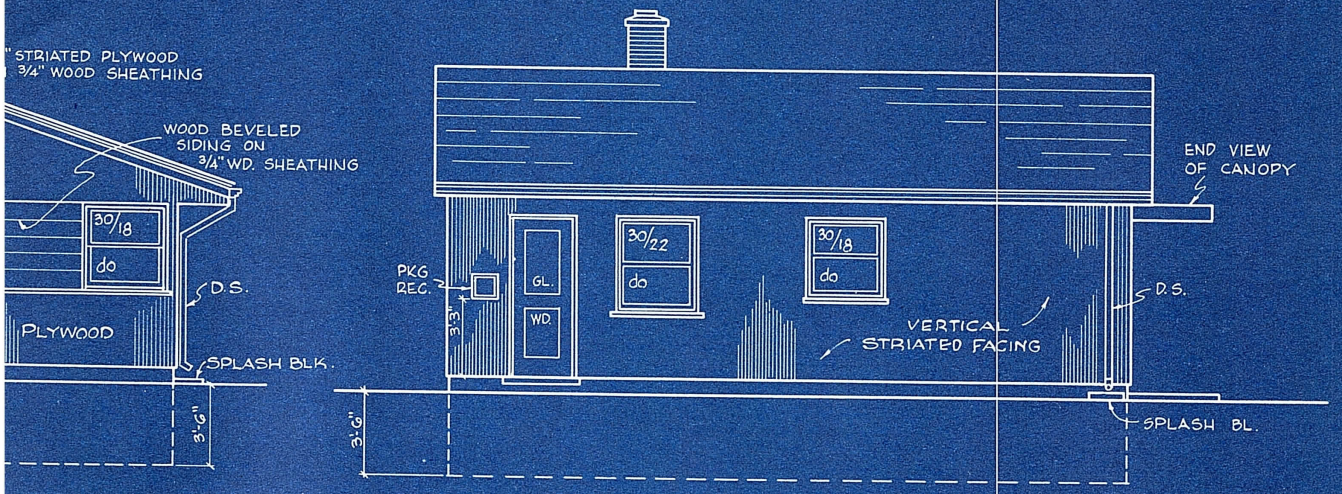


• SIDE ELEVATION •



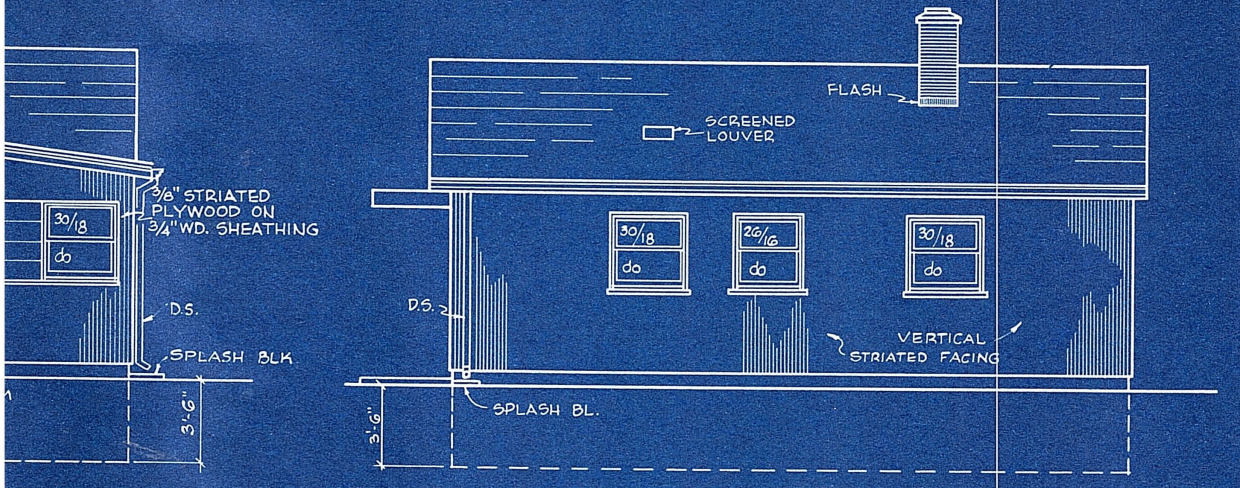
• FRONT ELEVATION - ALTERN
SCALE: 1/8"=1'-0"

PULL OUT FOR FLOOR PLAN



• LEFT SIDE ELEVATION •

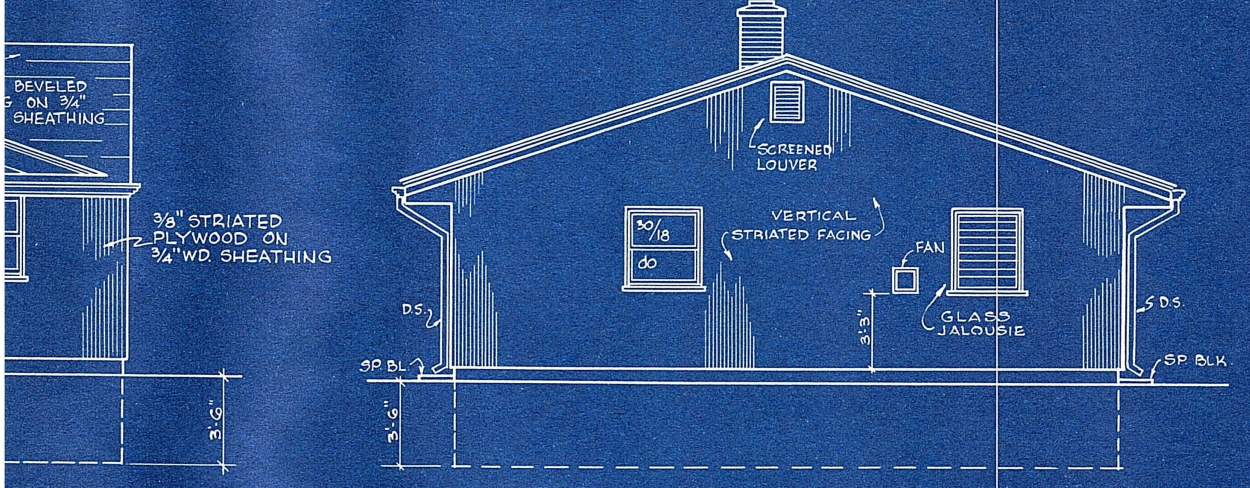
SCALE: 1/8" = 1'-0"



E •

• RIGHT SIDE ELEVATION •

SCALE: 1/8" = 1'-0"



TE •

• REAR ELEVATION •

SCALE: 1/8" = 1'-0"

Quantity List of Materials

For American Builder Blueprint House No. AB 209

Robert Thomas, Designer

General Information

House — Type ..... frame
Area ..... 800 sq. ft.
Cube ..... 8,800 cu. ft.
Average height taken for cube was 11 feet

Excavating

Trench for foundation ..... 112 lin. ft.
Chimney and column footings ..... in above

Cement Work

Foundations ..... 315 cu. ft.
Concrete work ..... 756 sq. ft.
Thickness ..... 4 in.
Anchor Bolts ..... 28 — ½"x10"
Waterproofing ..... 760 sq. ft. 30 lb. asphalt
760 sq. ft. 4" thick pea gravel
150 sq. ft. foundation insulation
Miscellaneous ..... 24 sq. ft. concrete platform

Masonry

Type ..... brick
Chimney ..... 522 brick
Flue lining ..... 16'8"x12"
Cap ..... concrete

Iron Work

Miscellaneous ..... 1 package recept.

Millwork

Windows — type ..... double hung, fixed and jalousie
Double hung ..... 1 — 2 lt. 30"x22"
5 — 2 lt. 30"x18"
1 — 2 lt. 26"x16"
Jalousie 1
Fixed ..... 4 — 42"x38"
Fixed and bevel head ..... 1 — 42"x24"
1 — 42"x42"
1 — 37"x54"
Exterior doors ..... wood
Flush ..... 1 — 3'0"x6'8" 1¾"
Solid core ..... 1 — 1 lt. — 2'8"x6'8" 1¾"
Exterior Millwork
Louvers ..... 1 roof and 1 wall
Interior doors, including jambs and trim
Flush hollow core ..... 1 — 2'4"x6'8" 1⅜"
Folding doors ..... 2 — 3'0"x6'8"
1 — 2'4"x6'8"
5 — 2'6"x6'8"
2 — 2'0"x6'8"
Special interior millwork
Closet partitions ..... 2 pcs. ¾" plywood 2'0"x8'0"
Trellis (metal) between living-room and kitchen ..... 1 set
Lower kitchen cases and work top ..... 13 lin. ft.
Upper kitchen cases ..... 10 lin. ft.

Carpentry

Foundation plates ..... 7 — 2"x4"x16'0"
Studding and plates ..... 22 — 2"x4"x14'0"
160 — 2"x4"x 8'0"
525 lin. ft. 2"x4" plates
Ceiling joists ..... 22 — 2"x6"x14'0"
Roof rafters ..... 16 — 4"x6"x18'0"
24 — 2"x6"x18'0"
Subfloor ..... concrete
Roof sheathing ..... 650 sq. ft. 1" roof sheathing
650 sq. ft. 2 ply 1⅜" roof deck
Side wall sheathing ..... 1000 sq. ft. 1" sheathing boards
Side wall materials ..... 800 sq. ft. striated plywood, asbestos siding, or asphalt siding
50 sq. ft. 1"x10" bevel siding
Flooring — asphalt tile ..... 800 sq. ft.
Exterior Material
Canopy ..... 2 — 4"x 4"x14'0"
7 — 2"x 4"x 8'0"
1 — 1"x10"x 8'0"
1 — 1"x10"x14'0"
1 — 4'0"x8'0" ½ plywood-sheathing grade
1 pc. 4'0"x8'0" ¼" tempered hardboard
Insulation ..... 650 sq. ft. 4" blanket insulation
650 sq. ft. ½" rigid insulating board for roof
1000 sq. ft. wall insulation

Sheet Metal

Gutters ..... 58 lin. ft.
Downspouts ..... 18 lin. ft.
Flashing ..... at chimney and fixed sash
Miscellaneous ..... 30 sq. ft. metal roof for canopy

Roofing

Type ..... asphalt shingles
Area ..... 13 squares

Interior Walls and Ceiling

Area to be covered ..... 3000 sq. ft.

● *This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.*

BUILDING COMPONENTS CONFEREES—

Builder Representatives:

Martin L. Bartling, Jr.
Knoxville, Tennessee
Chairman, NAHB Construction Committee
Chairman, Components Conference

Earl W. (Flattop) Smith
El Cerrito, California
Chairman, NAHB Research Institute

Andrew Place
South Bend, Indiana
Trustee, NAHB Research Institute

Dave C. Slipher
Los Angeles, California
Trustee, NAHB Research Institute

Albert Balch
Seattle, Washington
Trustee, NAHB Research Institute

Edward W. Pratt
Royal Oak, Michigan
Trustee, NAHB Research Institute

Lumber Dealer Representatives:

Clarence A. Thompson
Champaign, Illinois
Chm., Lumber Dealers' Research Council

Ray A. Schaub
Whiting, Indiana
Northern Indiana Lumber and Coal Co.

Manufacturer Representatives:

Earl M. Rooney
St. Paul, Minnesota
Weyerhaeuser Sales Company

James D. Rowland
Bayport, Minnesota
Andersen Corporation

H. James Stone
Bridgewater, Massachusetts
Independent Nail and Packing Company

Gilbert F. Richards
Bristol, Pennsylvania
Kaiser Metal Products

Architect and Research Representatives:

James T. Lendrum
Champaign-Urbana, Illinois
Director, Small Homes Council,
University of Illinois

William Demarest, Jr.
Washington, D. C.
American Institute of Architects

Dr. George Stern
Blacksburg, Virginia
Research Professor, Virginia Polytechnic Institute

Vernon Sears
New York City, N. Y.
Staff Architect, United States Plywood Corp.

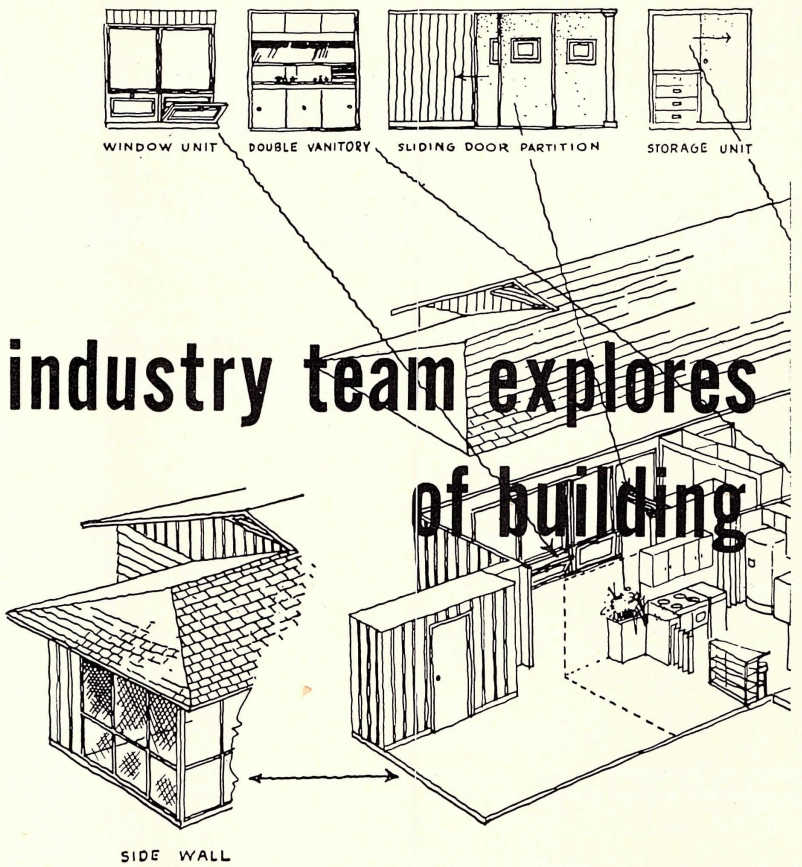
Phillip Will, Jr.
Chicago, Illinois
Perkins and Will

NAHB Staff Representative:

Leonard G. Haeger
Washington, D. C.
Director, Construction Department and Research Institute

***American Builder* Representatives:**

C. J. Wageman, Publisher
Donald F. Coenen, Associate Editor
Edward G. Gavin, Editor
Arthur V. Hansen, Architectural Editor
J. L. Zar, Field Editor



industry team explores of building

Fabrication or preassembly of as much of the house as possible, either on or off the site, has been the most dominant and persistent home construction trend in the postwar period.

Many revolutionary systems and techniques to speed house construction have been developed by progressive builders, architects, manufacturers and researchers. All are based on the concept of mass production.

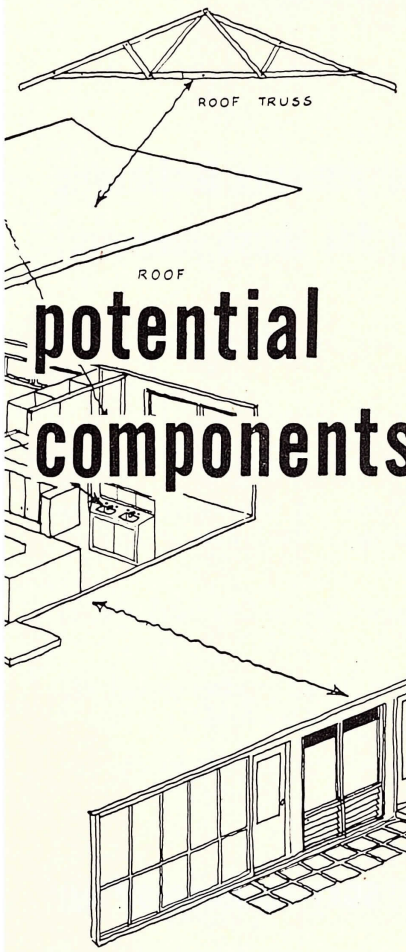
But no one system, or combination of systems, has been universally acceptable to all producing and distribution segments of the industry.

No system has provided the smaller builder and custom builder with the same production advantages that accrue to the larger operator and prefabricator.

No system has answered completely the individuality and flexibility demanded by personal tastes and regional characteristics.

A new approach to house construction has gained prominence recently—the building components construction technique. (See pages 82 to 85 in the May edition of *American Builder*.) It can best be described as a middle course between conventional and prefabrication methods.

Basically, the system calls for the fabrication of building components—exterior door and window wall sections, roof



potential components



Co-sponsored by *American Builder* and the National Association of Home Builders, Building Components Conference tackles big question—is home building evolving into a components technique?

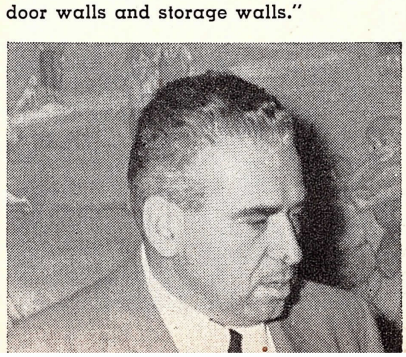


MARTIN L. BARTLING, JR.—" . . . when we come up with this package it will be more than a structural system or a way of building a house. It will be a way for the small builder to increase his volume, to cut overhead and eliminate a great deal of supervision."



CLARENCE A. THOMPSON—"I believe components are extremely important and I think they are going to become more important as the years go by."

EARL W. "FLATTOP" SMITH—" . . . at the outset we should restrict ourselves to three basic items—trusses, window and door walls and storage walls."



trusses, non-bearing space dividers, etc.—off the building site.

Availability of these components would make it possible for small builders to eliminate much of the material waste involved in conventional construction. Lower costs also would result by production line assembly of components.

Biggest questions are:

How much of the house should be fabricated off the site?

Is it economically feasible for the retail lumber dealer and manufacturer to fabricate building components and supply them through normal distribution channels?

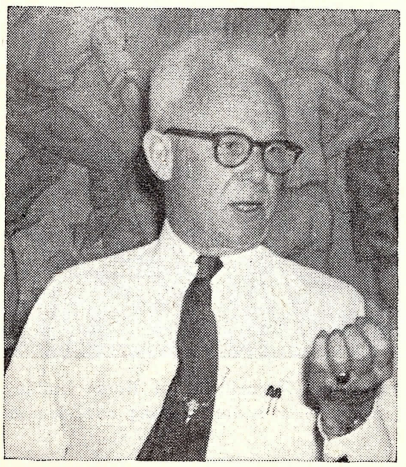
Would such a system improve the competitive position of the smaller builder and custom builder?

Obviously these questions, and many more, need exploration on a broad, cooperative level.

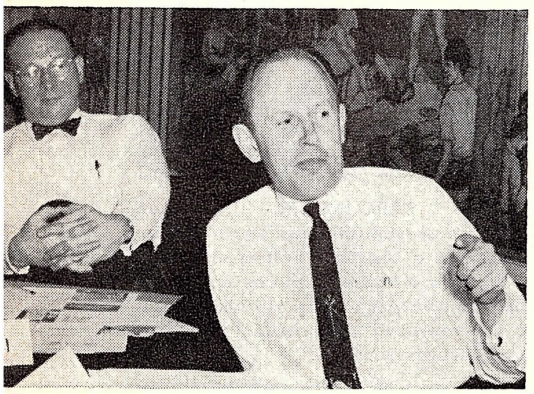
Vitally concerned with the possibilities and potential of building components, the National Association of Home Builders and the *American Builder* co-sponsored a conference in Chicago to examine the need for these components, discuss the problems involved, and try to agree on what can be done about it.

Conferees represented all producing and distributing segments of the industry—builder, manufacturer, lumber dealer, architect and researcher.

CONFEREES AGREED ON 12 MAJOR POINTS—



EDWARD G. GAVIN—" . . . you accelerate the pace of research and its practical acceptance only if the three factors of production, distribution and construction thoroughly understand the problems of the other two . . . "



DAVE C. SLIPHER—"I think it is a mistake to make wall panels without openings in them because solid panels can be made as cheaply, if not cheaper, on the job with precut stuff." At left is *American Builder* Publisher, C. J. Wageman.

LEONARD G. HAEGER—" . . . the most difficult part of the wall is the opening, it is not the running wall."



the building components technique makes sense for these reasons:

1. It lends itself to standardization without sacrificing flexibility and individuality.
2. It means less work on the site, more in the shop.
3. It provides mass production economies for the smaller builders.
4. It affords lumber dealers the opportunity of fabricating building components and recapturing markets currently lost or supposedly threatened in home building.
5. Manufacturers, too, would have a large stake in the production of structural components.
6. It would result in better understanding by all producing and distributing segments of builder requirements in the field.
7. It provides cost savings that can be passed on to the consumer.

these steps are necessary to develop an acceptable building components program

1. Select an industry "task force" to uncover and correlate what already has been done in the development of building components.
2. Weigh carefully the advantages and disadvantages of every known method of component construction to determine which one, or combination, would be most acceptable to all industry segments.
3. If the task force decides that an existing system, or combination, needs some refinement to meet the practical requirements of all concerned, then a program of research and field testing should be instituted to perfect the system.
4. This research and field testing should be co-ordinated and cooperative, with all industry segments working together—producers, particularly the window and door makers, NAHB's Research Institute, the Lumber Dealers Research Council, the University of Illinois' Small Homes Council, etc.
5. Finally, embark on an educational and merchandising program to disseminate "how to do it" information to all builders and other industry segments.

can components help the small volume builder?

It is estimated that 82 per cent of the home builders in the nation are small volume operators. The majority erect less than 10 units a year.

The typical small volume builder still works largely with pieces of raw material in the conventional manner, rather than with preassembled parts. He has effected economies through the use of modern power tools and devices, some precutting and preassembly on the site. But the size of his operation prevents him from achieving the larger economies that are inherent only in assembly-line production methods. To maintain his competitive position he must look to new cost- and time-saving methods.

It is the growing belief of a number of people in the industry that building components, fabricated on a mass production basis by some one other than the builder, provide the best answer for the smaller operator.

Conference co-Chairman Martin L. Bartling, Jr., describes it like this:

"The building components technique is more than a structural system or a way of building a house. It can be a way for the small builder to cut his overhead, increase his volume and eliminate a great deal of overhead.

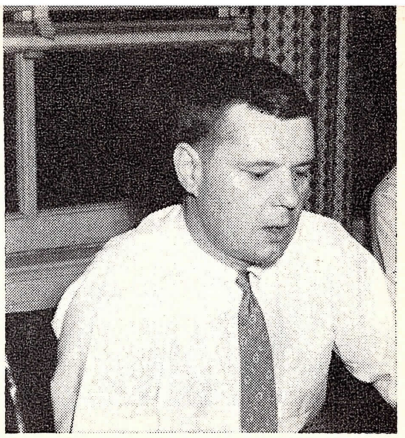
"By component parts we mean standardizing a series of parts of the house, such as a truss, a structural window wall, a structural door wall, a storage wall—that storage wall might be a linen closet, a china closet, etc.—and then make these standardized house parts available to the small builder through normal distribution channels."

Californian Earl W. Smith emphasized the need for components in this manner:

"For a long time some of us have kicked around this idea of components that can be handled and sold in the retail outlets for the average small builder. It seems just too bad that the little fellow who needs trusses for four or five houses must first get engineering assistance and then set up expensive gear and equipment to cut and assemble the few trusses he needs over the period of a year. This small builder has a lot of waste and is hampered by his unfamiliarity with truss fabrication.

"We feel there already is enough data on trusses today that it would be relatively simple to develop certain standard types which can be precut at mills or retail lumber yards. These parts can be stocked in dealer bins and assembled as they are needed. I think that the man in the retail business is anxious to know what he can do to better serve that customer which maybe he has lost somewhere along the line.

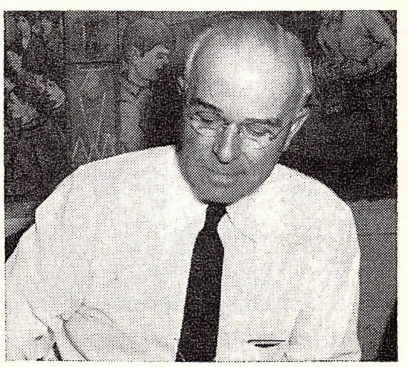
"We can carry this idea into a structural window wall and certain other standard modular parts. I believe we should restrict ourselves at the outset to three basic items—trusses, window and door walls, and storage walls—which make the job that the little man turns out a much more competitive and sense-making kind of operation."



ANDREW PLACE—" . . . our real problem is establishing a standard height."

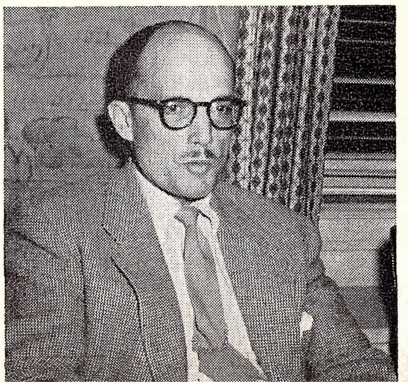


PHILLIP WILL, JR.—"The difference between a structural and a curtain wall is fundamental in its concept and every other segment of the building industry is thinking in terms of divorcing structure from skin."



RAY A. SCHAUB—" . . . we need an unselfish approach—one that embraces all the segments."

JAMES T. LENDRUM—" . . . the problem is what can you do to convince and educate the smaller builder that there is a better way of doing it."





WILLIAM DEMAREST, JR.—" . . . we should try to pin these components down dimensionally so that we can hold out guideposts for producers."

would small volume builders use components?

NAHB's Leonard G. Haeger raised this question. He said, "The components system seems like a sound idea; you know, the notion to build with an erector set. I don't think it is too difficult to design components on paper, but I am still not sure whether builders would use them if they are available."

Builder Albert Balch, who also operates a retail lumber yard, said house components have been precut and preassembled in some Seattle-Portland area mills and lumber yards for a number of years. "We sell to quite a number of builders preassembled doors and wood casings all enclosed and ready to put into exteriors of the house."

Smith cited this experience:

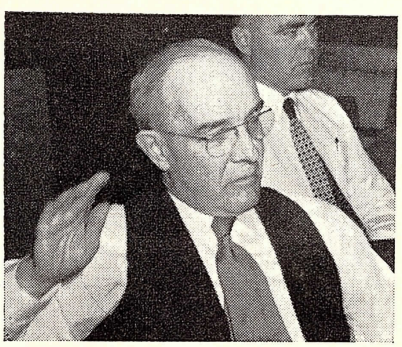
"We also have associate builders who use our package of materials. Keep in mind that we lease space in a retail yard. I buy from the retail yard. I live and operate, you might say, in a retail yard where I lease space for cutting and storage sheds.

"In these sheds, easily seen by customers coming into the retail yard, are bins of headers, trimmers, fire blocks, wind bracing and other parts. In one of these sheds are our standard door assembly jambs, casings and everything set up with the door hung, ready to go out to the job. The retail yard is besieged at all times by small builders, the kind that build five houses a year, coming in and saying, 'Well, can't I get some of that?' "

Just recently Smith decided to provide packages to these smaller builders and now serves about 15 of them.



JAMES D. ROWLAND—"There is only one place where our factory fits into the picture and that is in mass production and turning out parts that you can't turn out in a retail yard."



EARL M. ROONEY—"We (Weyerhaeuser) fabricate parts, such as the truss, as close to our distribution outlets as possible to save freight costs."

is the lumber dealer receptive to components?

Clarence A. Thompson, chairman of the Lumber Dealers' Research Council, said his segment of the industry is vitally concerned. "When the LDRC approved a research project a year ago with the Small Homes Council at the University of Illinois, which resulted in the Lu-Re-Co panel system, our primary reason for doing it was to keep the small builder more actively in business. Needless to say, many lumber dealers are primarily interested in the small builder." (*Editor's note:* Turn to article pages 82-86 in this edition of *American Builder* for more detailed information on the newly developed Lu-Re-Co system. Also see pages 88 through 90 of the May edition.)

The handling of component parts poses many problems for the retail lumber dealer, Thompson said, but he believes "components are extremely important and are going to become more important as the years go by.

"The big trouble with stocking component parts in retail yards is whether to buy from the manufacturer or fabricate them in the yard. Last year we bought trusses, but we found that we bought too good a truss and had a hard time selling them. We also found out that the material in the truss was good only as a truss. It wasn't good as anything else. You couldn't sell it as a joist or a rafter.

"So there is the basic question as to whether you invest your money in stock that can only be used one way, or whether you invest it in raw material which can be fabricated into various parts as the need arises."

Left below, H. JAMES STONE—" . . . many builders are not taking advantage of the fundamental knowledge that research has developed." *Right,* GILBERT F. RICHARDS—" . . . too often manufacturers spend a lot of money to develop a product without first consulting with the people they want to sell it to."





what is the manufacturer's position?

A number of manufacturers already are producing components, such as door assemblies, trusses, storage units, and gable ends. Others would follow but for the lack of a set of standards. The manufacturer, before he can tool up to produce a given component, must know that he has a market. He must know just what the builders want and need in the way of components.

It was the general belief of the conferees that many important and necessary guideposts are in existence as a result of independent research and product development on a scattered front. But before a set of standards can be evolved, there remains the task of uncovering and correlating all of the known data on component development.

Said *American Builder* Editor Edward G. Gavin, "We should inventory what we have got in the way of trusses, wall panels and other parts to determine whether we are in a position to exploit them. Once this decision is made, then criteria can be established for the guidance of manufacturers, retail lumber dealers and home builders."

Conferees suggested that the job of correlating and eventual field testing should be assigned to one or more industry task forces—perhaps one for trusses, another for structural exterior wall panels and third for storage walls.

how much of the house should be fabricated off the site?

Structural window and door walls are logical components for fabrication off the building site, because wall openings of the house shell—doors and windows—involve more labor costs than solid wall sections.

This was emphasized by Dave C. Slipher, an exprefabricator, who pointed out that it "is a very fundamental mistake to spend any time or money thinking about parts of the house that are not already involved in double handling. Now a part of the house that has an opening in it has some fabrication involved. Somebody has to make a window for the opening, and then you have double handling. The same is true of the door."

Slipher said, however, that solid exterior wall panels can be made as cheaply, if not cheaper, on the site with precut materials.

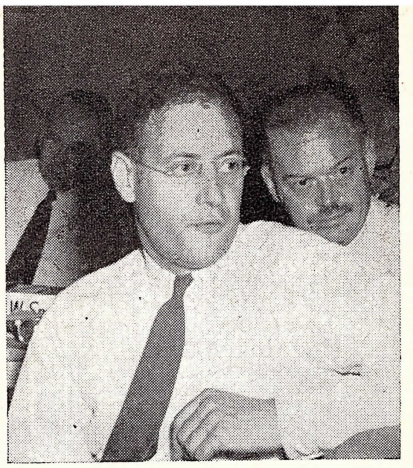
Bartling urged that the solid wall panel be given less attention on the theory that in one locality builders may use cinder blocks, in others it might be SCR brick or crab orchard stone or frame. The builder should have the option of using the most popular local exterior materials for solid portions. Only window and door walls need be standardized.

Bartling added that "unskilled labor can put together a frame wall and fasten it to components, but unskilled labor can't frame in a window or a door and do a good job with it."

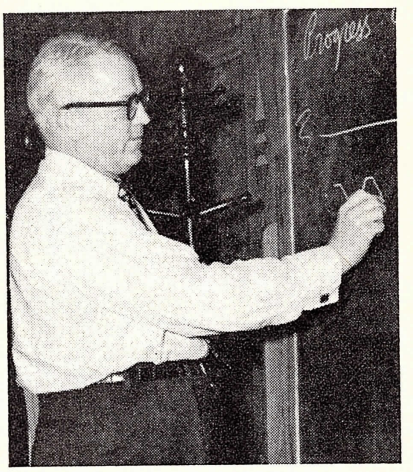
The roof truss, which has brought to the home building industry the advantages and economies of the one-room concept, is another ideal component for off-site factory fabrication. This also applies to non-load-bearing storage wall units and room dividers. These parts can be fabricated on a mass production basis, either in retail lumber yards or by manufacturers, and sold to the small home builder for considerably less than it would cost him to make the parts on the job.

Other parts of the house, gable ends and carports as examples, also lend themselves to factory production at less cost to the home builder, but the conferees felt that first attention should be given to trusses, window and door walls, and storage walls.

EDITOR'S NOTE: Watch American Builder for further developments on the component construction technique.



DR. GEORGE STERN—" . . . it is very important to aim at both factory fabrication as well as field fabrication."



VERNON SEARS—" . . . progress is based upon transition and compromise, not on revolution."



ALBERT BALCH—" . . . home buyers are insisting on individuality, they are insisting on change."

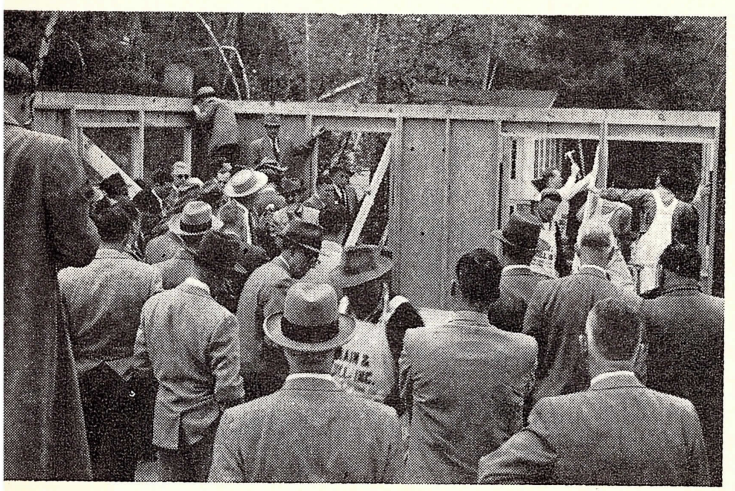
EDWARD W. PRATT—" . . . basic window units should be engineered to take as much structural load as possible."



Sixty-four lumbermen from seven northeastern states in Carmel, New York, to view "live" Lu-Re-Co panel system demonstration

lumber dealers display avid interest in

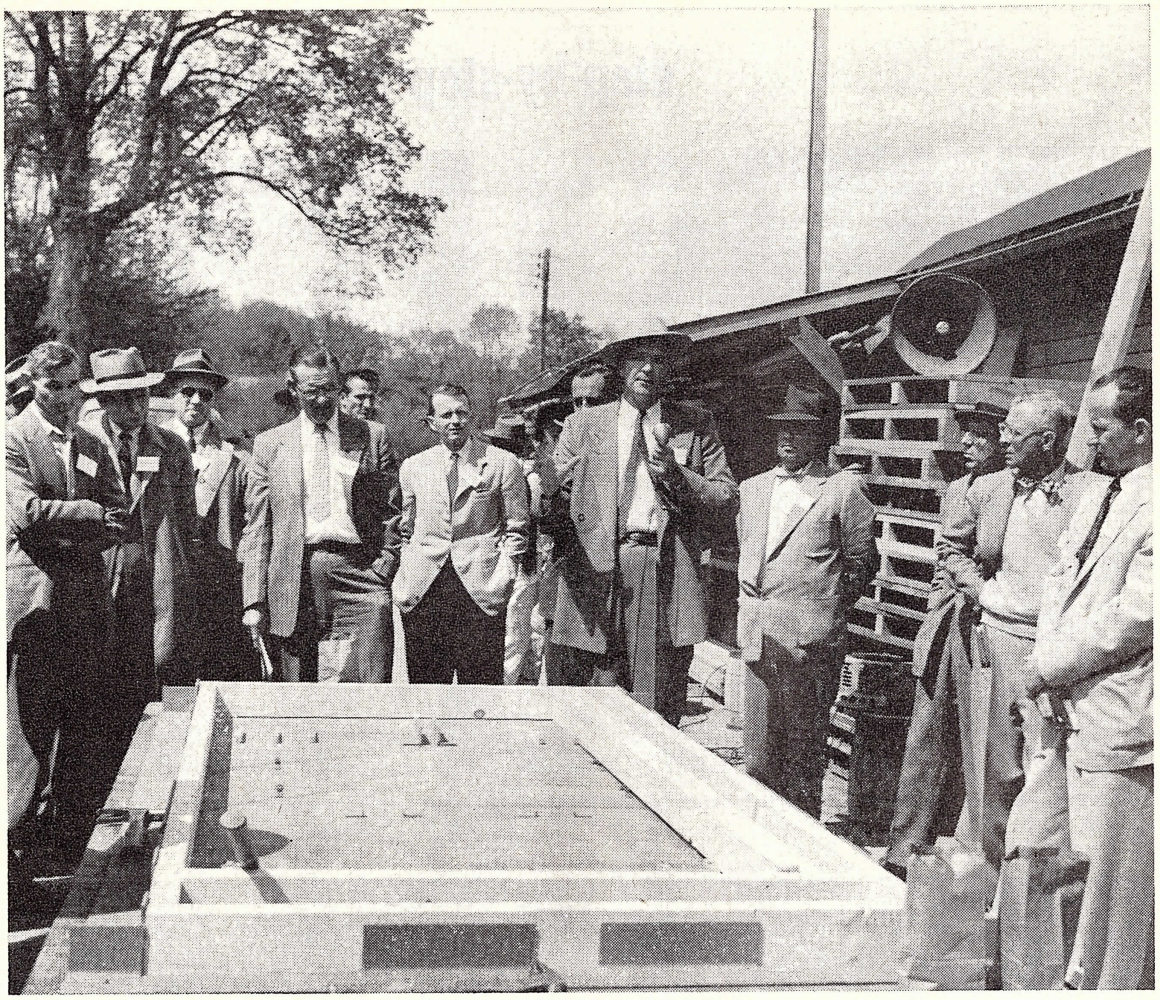
Dealers swarm over the deck as the carpenters place the panels. Despite this handicap, only 22 man hours were required to complete the frame of the house



Lumber dealers, facing serious competition for their share of the home building dollar, are watching with keen interest the advancement and possibilities of the newly developed Lu-Re-Co system of panelization. Dealers, who heretofore sold sticks to be fabricated on the job site, are becoming increasingly aware of the greater services they must perform to get and keep the builder's business.

Sixty-four dealers from seven northeastern states met recently in Carmel, New York, to see a "live" Lu-Re-Co demonstration arranged by Paul Collier and his Northeastern Lumber Dealers Association. Dealer Dain and Dill, Inc., of Carmel fabricated the panels and arranged for a local builder to erect the Lu-Re-Co house, one of the first in the east.

During the two-day session, lumber dealers ob-



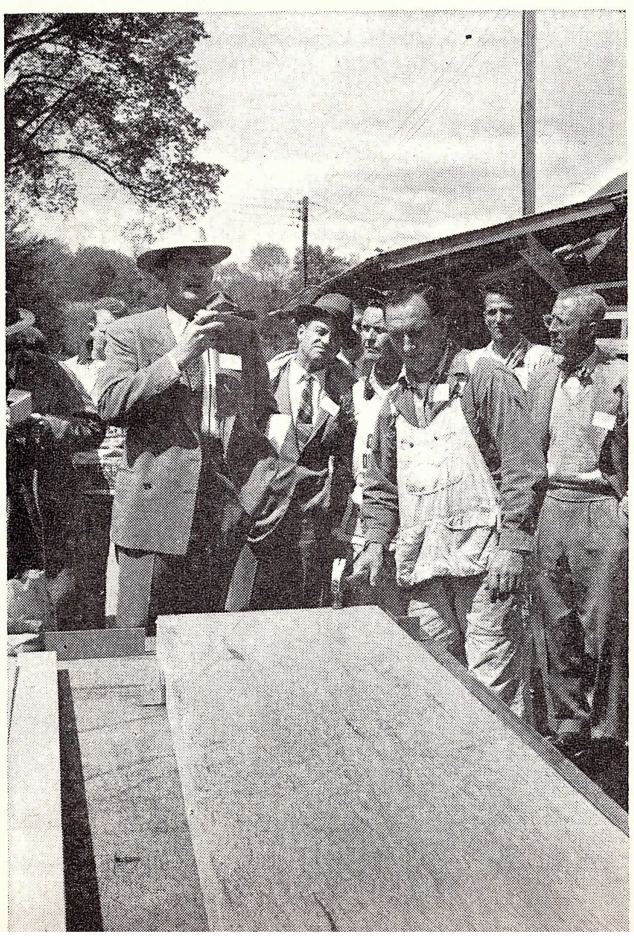
Researcher Ray Harrell of the University of Illinois' Small Homes Council conducted the technical aspects of meeting. Here he explains the jig table

Lu-Re-Co panel system

served the fabrication of panels in the yard, and then went to the building site to witness the panel erection. Dealers swarmed over the deck, making it almost impossible at times for the carpenters to erect the panels. But even with this handicap, the shell, trusses and some of the roof sheathing were in place in 5½ hours, for a total of 22 man hours on the job.

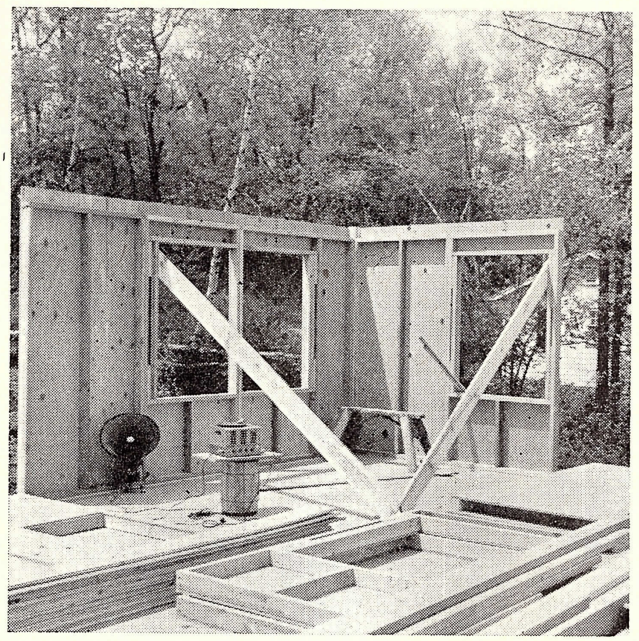
Most dealers were impressed with the speed of erection and the merchandising possibilities of the system.

The Lu-Re-Co system is based on research findings made available by the University of Illinois' Small Homes Council. Its research on wall panelization was sponsored by the Lumber Dealers Research Council.

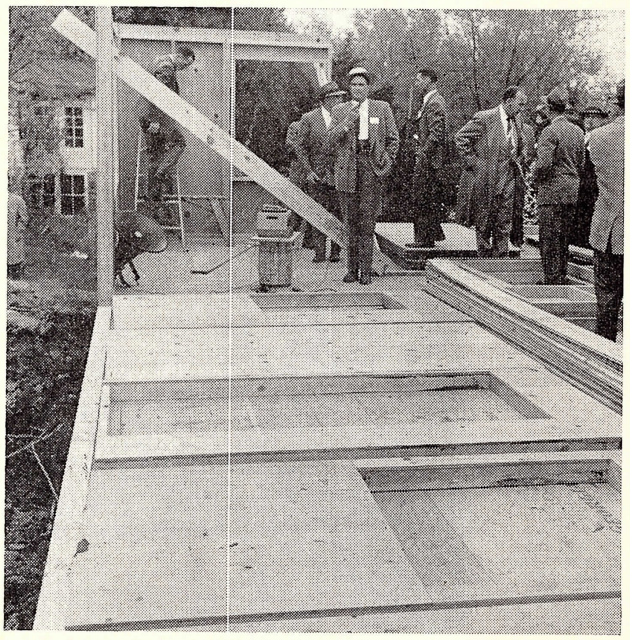


Harrell and Builder Nick Mirko show how a two-foot panel is made in the jig

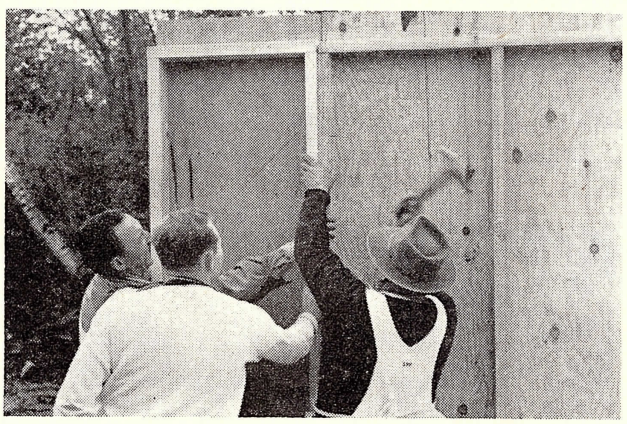
step-by-step with Lu-Re-Co—dealers



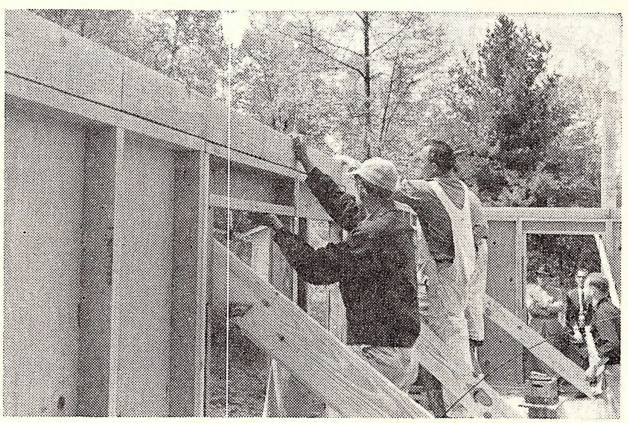
1:15 P.M.—Corner panels were erected before dealer visitors arrive. . . . .



Ray Harrell, Small Homes Council researcher explains the panel erection method. . . . .



Panels are nailed through butting 2x4 studs. Note two foot panel on the left. . . . .



Building has continuous double 2x6 header which is nailed and lag screwed to the top 2x4 plate of the panel. . . . .



Dealer's truck delivers assembled trusses to the job. . . . .



Gable end truss and one standard truss are in position. . . . .

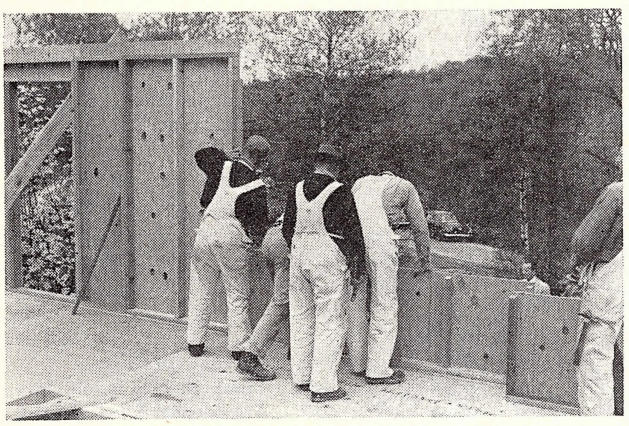
impressed by speed of erection



Carpenters tip panels into position. Nail bottom plate to sill and panels to one another through butting studs. . . . .



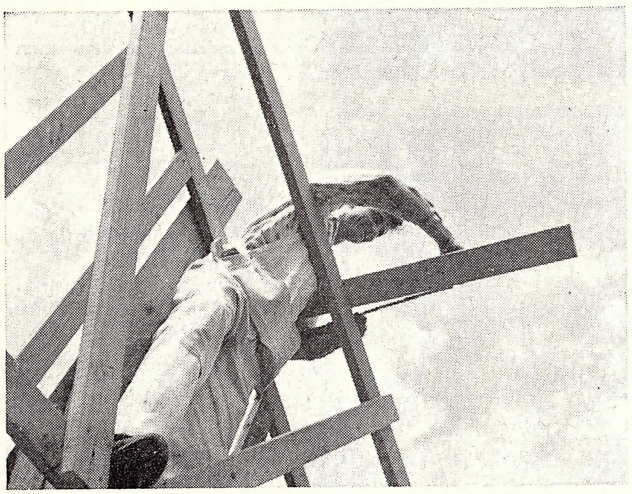
Panels are kept plumb. Carpenter is ready to tip up next panel. . . . .



Special picture window panel was added by builder Mirko and dealer Dill. . . . .



Special header over picture window goes into position. . . . .



Carpenter spaces trusses as they are lifted into position . . .



Five and one-half hours—or 22 man hours later—the side walls, trusses, and some of the roof sheathing are in position. It was conceded that builder could have made better time without interruptions and interference

this is what they said about Lu-Re-Co



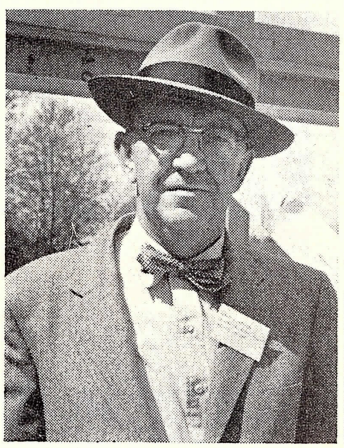
LUMBER DEALER—
Robert B. Holcomb,
Watertown, New York

"I think the Lu-Re-Co system is a means for a lumber dealer to compete with prefabricated housing. Prefabs are here to stay. I will let one of my contractor customers use the system."



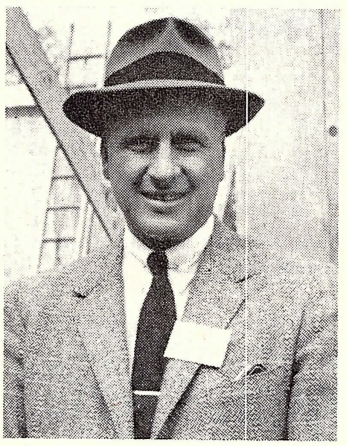
BUILDER—
Nick Mirko,
Carmel, New York

"I have found nothing against the system. It is easier to handle, much simpler to erect. I have found no complications."



LUMBER DEALER—
H. E. Harrow,
Batavia, New York

"This is the greatest tool ever offered the lumber dealer. It is the first method that we have had to beat the prefabber. We can give the home owner what he wants in extras and interior finishes, plus size and design, rather than stereotyped prefabs."



LUMBER DEALER—
J. DeForest Venter,
New Haven, Connecticut.

"I think the Lu-Re-Co system has excellent possibilities for the Do-It-Yourself and the small contractor. But there is one If—If we don't get tangled up with building codes."



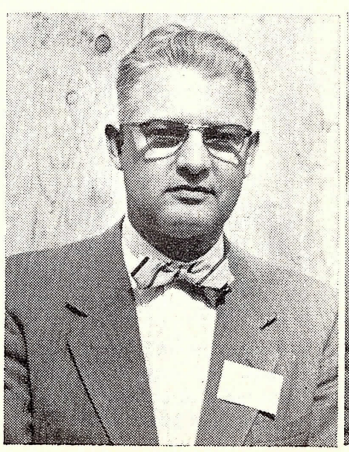
LUMBER DEALER—
J. Harris Lamson
W. H. Sawyer Lumber Co.
Worcester, Massachusetts

"We like it. We can build a better house for less money. Though it is still in the development stage, we believe that it will be good for the Do-It-Yourself and the small contractor."



LUMBER DEALER—
Frank D. McKendall, Jr.,
Providence, Rhode Island.

"I think it is a wonderful system though we will have code difficulties in our area. It gives the building material dealer a merchandising tool other than selling 2x4s."



LUMBER DEALER—
Norman E. Sweet,
Elmira, New York.

"From what we saw at this meeting I am convinced I can save our contractor-customer $300 per house, and he will be able to build twice as many houses as he normally does. Our company will take it on."

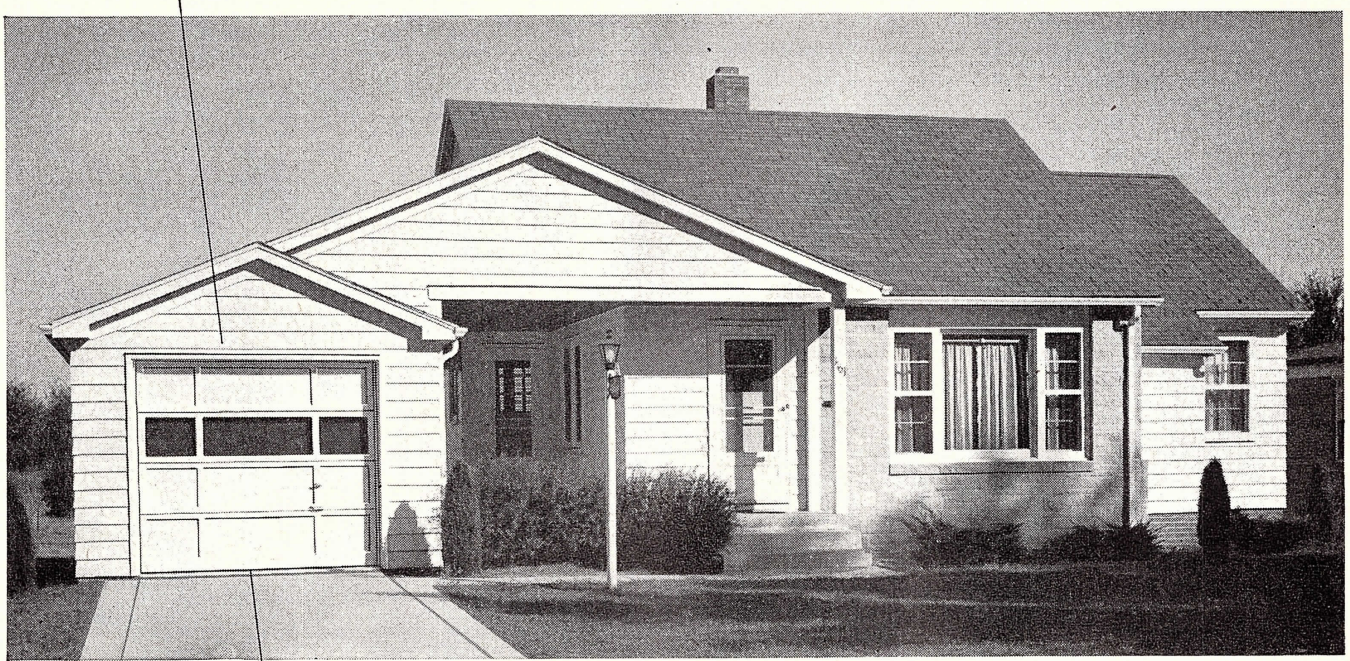


LUMBER DEALER—
Camille L. Limoges,
Lewiston, Maine.

"I think its a great system. Something that all lumber dealers should cooperate with. I personally will have to make a decision as to whether this is better than panels that are built by a prefab manufacturer elsewhere and shipped to the job. There is time and turn-over to consider."

NOW

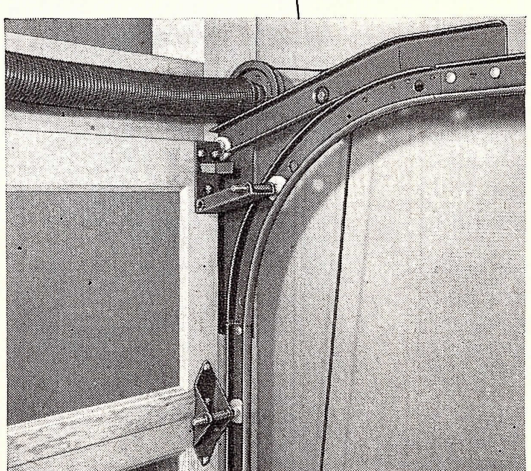
a Great New Line of Ro-Way Doors for Residential Garages



TORSION • SPRINGS

LOW • HEADROOM

1 AND 2 • CAR MODELS



Here's good news from Ro-Way! A brand new line of torsion spring, sectional doors—high in quality, yet priced to save you money. Packed with features—ideal for low-cost homes, project developments, new and modernized garages. Just look:

LOW HEADROOM! Big savings in space. Three models require only 6″ headroom—three models only 12⅛″.

TORSION SPRINGS! For smooth, quiet, easy operation. Partially concealed—mounted on full length revolving shaft. Power-Metered to the weight of the door. Single spring on 1-car doors; twin springs on 2-car doors.

NYLON ROLLERS! Quietest, longest-lasting rollers available. Tests equivalent to 25 years of service show no measurable wear.

SMART STYLING! Designed to blend with most architectural designs. Models available in 1⅜″ and 1″ thickness. New streamlined contour on panel and glass mold.

LOW-COST INSTALLATION! Simplicity of design speeds installation time—takes only about 3 labor hours per door. That cuts installation cost.

RO-WAY CRAFTSMANSHIP! Same fine workmanship as on all Ro-Way doors. Taper-Tite tracks and Seal-A-Matic hinges for weather-tight closure.

Feature-for-feature, dollar-for-dollar, these new Ro-Way doors are outstanding values. See your nearby Ro-Way distributor —or write us direct—for full details.

ROWE MANUFACTURING COMPANY, 748 Holton St., Galesburg, Ill.

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.

SEE OUR CATALOG IN SWEET'S

Rō-Way
OVERHEAD TYPE DOORS

there's a Ro-Way for every Doorway!



WINDOWALL *of four Andersen Gliding Window Units—Donald Grieb, architect*

WINDOWS STYLED FOR PLEASANT LIVING

THE PLEASING VIEW of an attractive yard is fully captured through effective use of these Andersen Gliding Windows. In homes you plan or build, count on Andersen WINDOWALLS to bring warmth and beauty to design, coupled with weatherproof protection and insulation that will save dollars during both heating and air conditioning seasons.

For more information see your millwork dealer, Sweet's Light Construction File, or write Andersen Corporation. WINDOWALLS sold by established millwork dealers throughout the United States including the Pacific Coast.

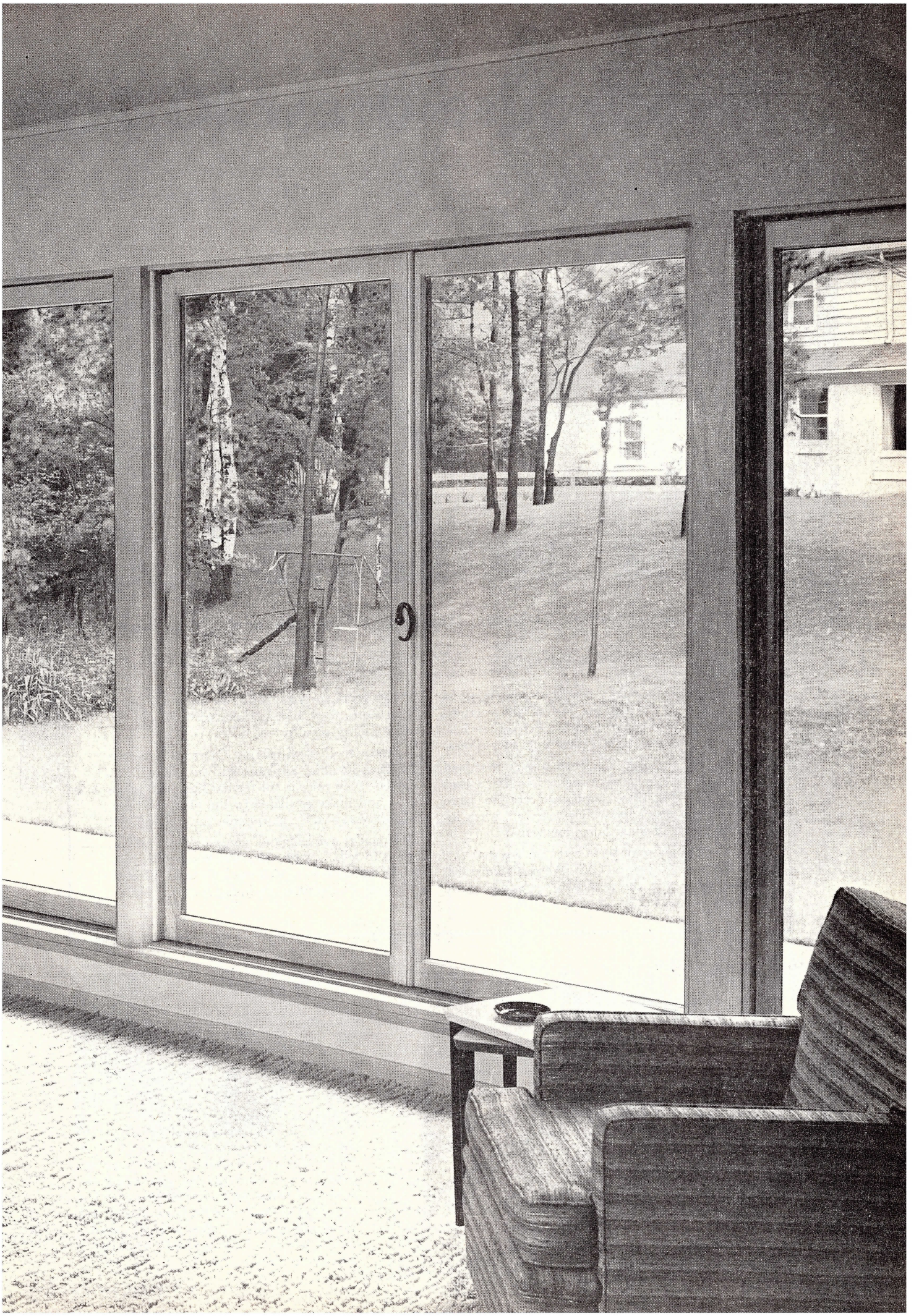
*TRADEMARK OF ANDERSEN CORPORATION

Andersen *Windowalls**

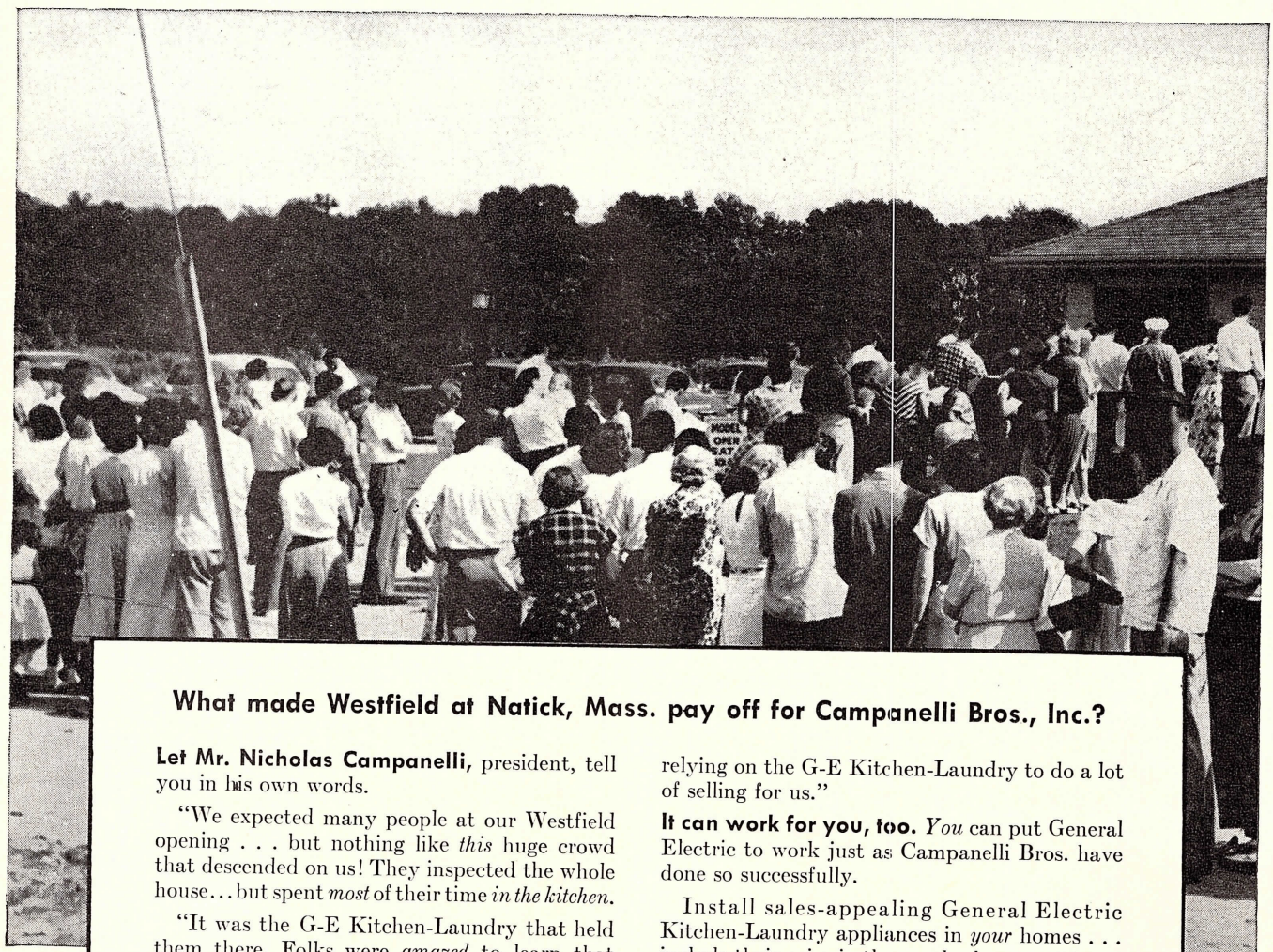
COMPLETE **WOOD** WINDOW UNITS

MADE BY Andersen Corporation

BAYPORT, MINNESOTA



Their house drew 10,000



What made Westfield at Natick, Mass. pay off for Campanelli Bros., Inc.?

Let Mr. Nicholas Campanelli, president, tell you in his own words.

"We expected many people at our Westfield opening . . . but nothing like *this* huge crowd that descended on us! They inspected the whole house... but spent *most* of their time *in the kitchen.*

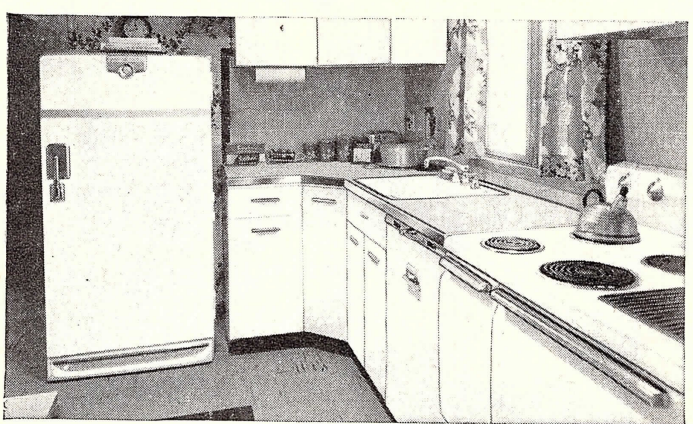
"It was the G-E Kitchen-Laundry that held them there. Folks were *amazed* to learn that payments for these appliances are no more than the average monthly phone bill, when included in the regular home mortgage!

"It sold many of them right on the spot . . . and *sold us for good* on G. E. We're planning 600 more houses in the next two years, and we're relying on the G-E Kitchen-Laundry to do a lot of selling for us."

It can work for you, too. *You* can put General Electric to work just as Campanelli Bros. have done so successfully.

Install sales-appealing General Electric Kitchen-Laundry appliances in *your* homes . . . include their price in the regular home mortgage . . . and make available to the prospect these worksaving wonders at a price he can *easily* afford!

If you're not selling all you *should* . . . all you want to sell . . . why not get in touch with your G-E distributor right away! General Electric Company, Appliance Park, Louisville 1, Ky.



This is the G-E Kitchen-Laundry that delighted so many househunters on opening day. Included are the G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Cabinets and G-E Automatic Washer.



These are the Campanelli brothers (left to right: Nicholas, president; Joseph, treasurer; Alfred, vice-president; Michael, secretary). Within the past two years, Campanelli Bros., Inc. has completed 629 G-E equipped homes and has 406 under construction . . . all to be G-E equipped, as well. For *them*, G. E. pays solid dividends in faster home sales.

on opening day! *will yours?*



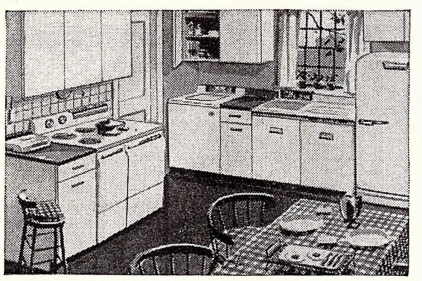
G. E. has a Kitchen-Laundry for your homes—regardless of price range!

(See your G-E distributor for answers to your builder problems.)



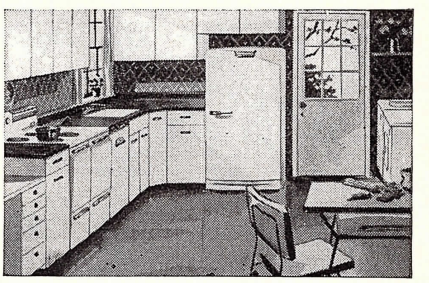
IN YOUR $9,995 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall,® G-E Cabinets. Add as little as $3.26 monthly to mortgage payments.



IN YOUR $12,500 HOUSES

Include G-E Refrigerator, G-E Range, G-E Disposall, G-E Dishwasher, G-E Automatic Washer, G-E Cabinets. Add as little as $5.31 monthly to payments.



IN YOUR $16,000 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Dryer, G-E Cabinets. Add as little as $6.31 monthly to payments.

HOME BUREAU

GENERAL ELECTRIC

how to turn NATIONAL HOME WEEK

Last year, William J. Thompson of Southern California Gas Company helped builders plan 114 model home promotions. With National Home Week in the not too distant future, many builders are beginning to think about their model houses. Here are some important points as outlined by Mr. Thompson that insure a successful model house presentation.



A model home is a stage, and the producers who put on the best show will enjoy the best box office; they will have a sell-out at each performance. So get the best talent you can find to help you stage a good show.

As a rule you will need expert help in designing the house—in furnishing it—in color treatment—in advertising and promotion. Very few builders are expert in all these fields. Your model may be in competition with others, where top-flight services along these lines have been procured. Remember that in every big market there are dozens of models and today's buyers are making the rounds of all of them. Such matters as location, design, size, market to be reached, products to be included, advertising, and promotional procedures can in many cases be best answered for the builder by experts.

Following are suggestions which will help you have a smash hit. Not every builder will be able to use all the ideas expressed.

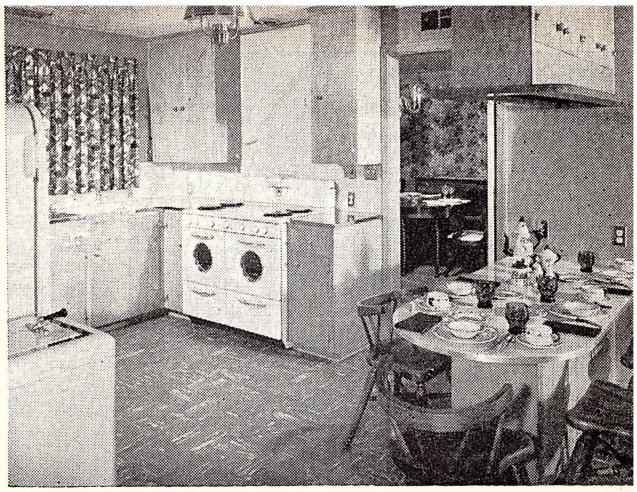
Design

People will no longer flock to look at four walls and a ceiling. A model home must be worth seeing. The design should be interesting, preferably incorporating some of the newer trends which are shown in newspapers and magazines. People want to see something different than their present homes. Good kitchen design is particularly important.

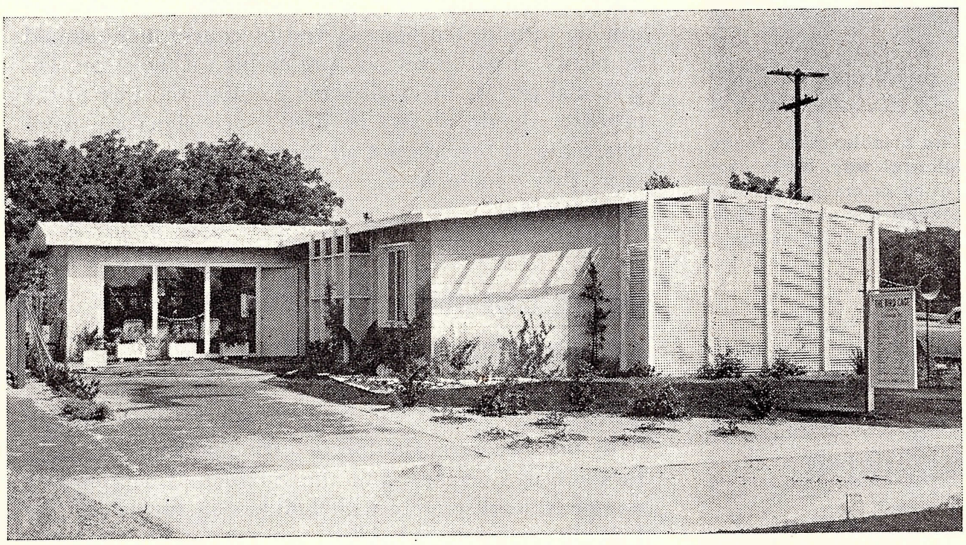
Name

Give the model a name. This gives it personality. "Castles in the Air" was one of our most successful promotions. Everybody likes to visit castles. "Cinderella House"—"Jenny Lind"—"Park Avenue" are a few of the names currently in use here in southern California.

LOOKERS into BUYERS



The model sells not only the builder's houses but the furnishings and other merchandise put into it on a cooperative basis. The model is a stage and the producers who put on the best show will enjoy the best box office. For a sellout, get the best talent available



Give the model a new twist in design. People will not come out to see four walls and a ceiling. Also give it a personality by giving the house a name. This 1953 National Home Week model was called the "Bird Cage." Landscaping is another must feature

Features

Do not load house down with gadgets but do include a few well-chosen features which are new and exciting. Built-in cooking tops and ovens, breakfast bars, air-conditioners, rare woods, wallpapers and matching fabrics, kitchen planning desk, intercommunicating system, etc., are just a few of the items which will create interest.

The kitchen is the focal point of the house from the housewife's viewpoint since she spends more time there than in any other part of the house. She is interested in step-saving and time-saving features. The builder will have to be guided by his own market conditions but following are some of the features and accessories that are being vigorously promoted.

Built-in cooking tops and ovens, ventilating hood over range, refrigerator with frozen food compartment, garbage disposers, automatic dishwasher, automatic clothes washer, automatic clothes dryer, automatic clothes ironer, built-in barbecue, sewing machine, revolving corner cabinets, food mixer "typewriter" storage, metal-lined drawers for flour, sugar, spice shelves, ventilated vegetable storage, tray files for serving trays, pan and lid racks, divided drawers for small utensils and silverware.

Furnishings

It is becoming more and more difficult to get competent stores and decorators to furnish model homes—they are offered from 10 to 100 for every one they can accept. Usually they can be sold only upon presentation of a complete and comprehensive program which will insure the success of the model. Many builders prefer to purchase the furnishings outright and include them in the price when the model is sold. Stores will frequently supply the furnishings at cost and supply the services of a decorator gratis, in return for carrying their name in the literature and advertising, and the posting of signs inside the model. Even if the builder does not buy the furniture he is required in practically all cases to pay for the carpets and draperies.

Furnishing a model is all-important. You would not invite a guest to your home without furniture—and a bare model home will lose 75 per cent of the charm and appeal it can have if tastefully furnished. You will find

(*Continued on page* 94)



Signs — You can't tell who's in the ball game without a program. Your programs are your signs. Not only have them at the site, but on all major streets near your project. They don't need to be alike but have the same shape, color and style of lettering



Tell the press and other notables what you're doing in a private informal way. Invite over to the model a day or so before the opening the press, town and country officials, VA, FHA, bank and mortgage executives for cocktails

that the better stores will know how to do the job. Remember, they are good merchandisers and their judgment should be accepted.

Landscaping

If at all possible a landscape architect should be employed. He will tie-in with the architecture of the house and create an ensemble which will attract ten times the attention that an ordinary landscape job would do. This will involve fences, walks, walls, etc. It is important to see your landscape designer early in the program so that he can take full advantage of the site possibilities. In order to add interest, the trees, shrubs and plants should be tagged with their botanical names and a word or two about their origin.

Location

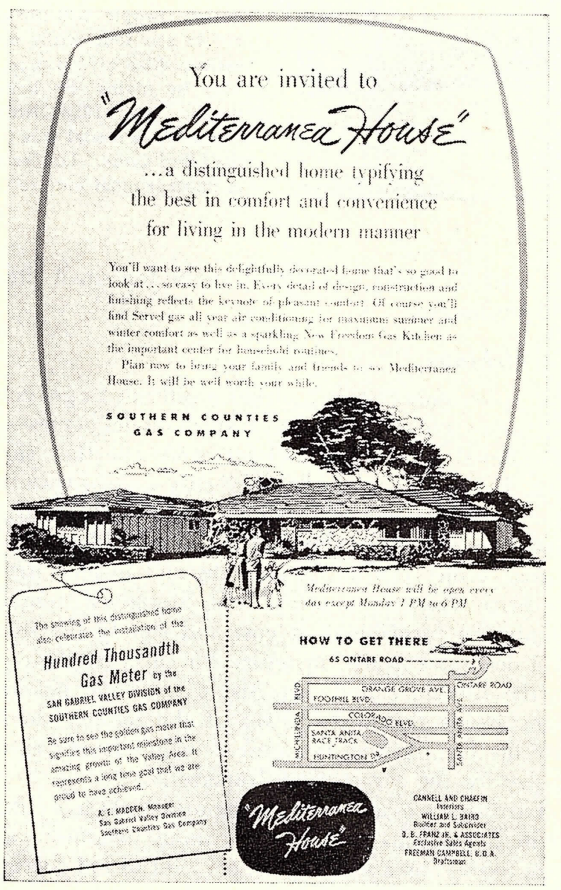
The home should be easy to find and easy to get to. Explicit directions and a directional map should be used in your advertising if the location is not well known. We know of grand openings which failed because people could not find, or would not take the trouble to find, the homes. And of course there should be plenty of parking space, preferably off the street. Directional arrows or small signs pointing the way to the property should always be used. Such signs are more interesting if they do not all carry the same copy; however, they should be the same size, shape, and color and lettering.

getting cooperation from utilities, manufacturers and suppliers

Utilities

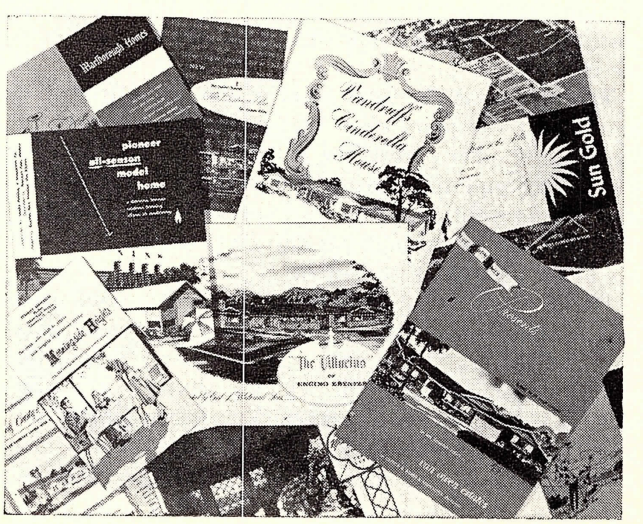
In the Southern California area the Southern California Gas Company and the Southern Counties Gas Company work closely with builders in furnishing the following promotional aids:

1. *Kitchen designing;* 2. *Loan major gas appliances for the model;* 3. *Co-ordinate model home programs;*



Your display ads must carry a map to show the route to project. Prospect can't be expected to hunt you down

A brochure and mailing piece sent to prospects, professional men and club members will stimulate traffic through your model. Many times a special showing will be held just prior to opening for good prospects



4. *Help in preparation of publicity;* 5. *Cooperate in preparation of copy, building and erecting of signs;* 6. *Cooperate in preparation and distribution of direct mailing pieces.*

Manufacturers and Suppliers

Always encourage participation of the building product suppliers and applicators. Give them an opportunity to present their best products. Manufacturers spend many millions of dollars advertising their trademark and they lend prestige and dignity to your model home program. There are many ways in which these suppliers can tie into your program, i.e.:

1. *Direct contribution.* 2. *Gift of merchandise.* 3. *Gift of labor.* 4. *Cooperative advertising—this can be in the form of newspaper, radio, television, brochures, pamphlets, mailing pieces, catalog sheets, etc.*

In many cases jobbers, dealers, subcontractors and applicators are the channels through which this cooperation from manufacturers can be obtained. Subcontractors and applicators frequently participate on their own account.

advertising & promotion

Press Party

If the promotion is a major one, a press party is advisable. This is usually held a day or two prior to opening of the home to the public. In this locality, cocktails and hors d'oeuvres are generally served from four to seven; this gives the newspaper men and women an opportunity to visit the home at an hour convenient to them and in a friendly, congenial atmosphere. Photos and descriptions of the home are made available to them. Many builders use the press party as an occasion to invite the people who participated in the model home and other influential persons such as the FHA and VA officials, building and loan or bank officers, Chamber of Commerce representatives, political figures.

Advertising Agency

In a highly competitive market, advertising and publicity is a job for an expert. In a small town perhaps the builder can write his own advertisements or get help from the newspaper, but in an area where you are in competition with other developers who use advertising agencies, it behooves you to do likewise. The average builder has neither the experience nor the time to attempt to do a professional job.

Advertising Program

Your program will, of course, be dependent upon the budget you set up but it must be ample to do the job. Here are the things you must provide for:

Signs. Signs are number one in importance. They cannot be too big—but do not use too much copy—vehicular traffic moves fast. Signs are needed not only in the vicinity of the model but should be scattered throughout the logical trade territory. In many instances good sign locations can be rented for $5 per month upward.

Invitational Mailing Piece. This should be an attractive, inexpensive piece which sets forth the name, features and major participants, hours of showing, and map showing how to reach the home. It should be sent to a mailing list of doctors, dentists, civic clubs and social rosters, etc.

Newspaper Advertising. Generally a large advertisement is taken for the opening day and perhaps the next two or three week ends, then, depending on the budget, the size of space tapers down. In smaller markets your advertising agent is sometimes able to get an eight or twelve page section devoted entirely to your model home. The newspaper does most of the work on such sections, requiring from you only a letter to the suppliers and contractors involved that you endorse their solicitation of advertising. The only cost to you should be your own advertisement of a page or less.

Publicity. Publicity stories are obtained by furnishing the newspapers with interesting copy. Here are some suggestions:

(1) *Photo of press party* is usually good for an advance story.

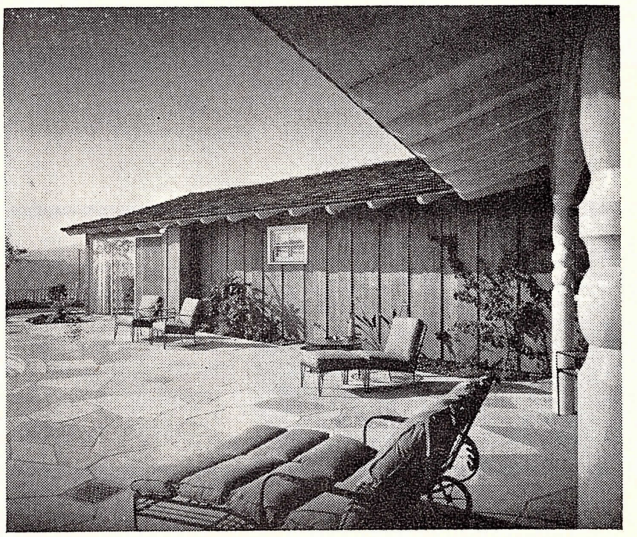
(2) *Photo of your model home* should appear in advance of opening.

(3) *Ceremony of opening* with mayor, etc., in attendance.

(4) *Use of stage, screen, TV*, and political celebrities going through house.

(5) *Photos of crowds* viewing house on week ends.

(6) *Attractive live models*—home economists, club members, society women, etc.



A spotless model is a must requirement. No one would invite people over for the evening to a dirty house. The model must be just as clean as your own home

Brochure. By brochure I mean the piece of literature which is given to visitors at the house. Its principal function is to give them the highlights of what they have seen. It can be simple or elaborate, depending upon the budget. Sometimes it is used as a mailing piece. Generally, a roster of the suppliers and other participants is carried in this piece.

Radio and Television. Radio has proven to be a good medium for publicizing model homes. Spot an-

(*Continued on page* 96)

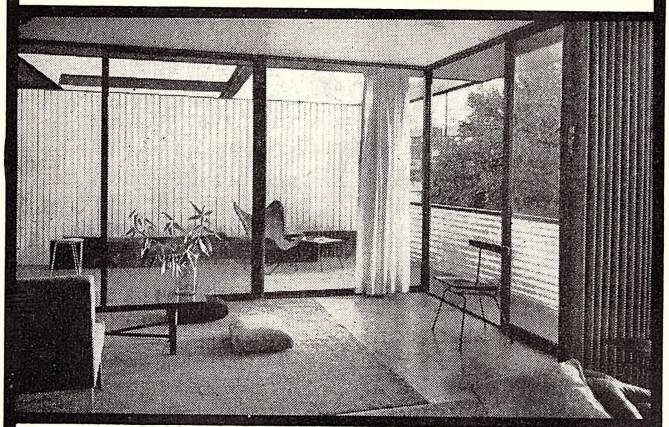
genuine Alsynite®



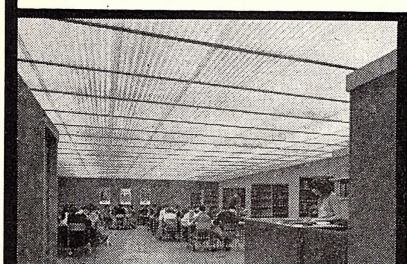
NOW HAS A 3rd PLANT TO SERVE AMERICA BETTER

SAN DIEGO, CALIF.
PORTSMOUTH, OHIO
AND NOW—PATERSON, N.J.

Alsynite®... the first name, the big name, the nationally-accepted premium quality brand of the fiberglas panel field . . . proudly announces completion of its *third* manufacturing plant. The new plant in Paterson, N.J., meets constantly increasing demand for Alsynite.



ALSYNITE is so easy to use...saw it...nail it...needs no framing...feather-light...shatterproof. Cut installation costs up to 80%.



ALSYNITE is the perfect answer wherever translucence and beauty are desired . . . indoors or out. 19 colors; corrugated and flat.

AMAZING! Light as a feather-can be sawed and nailed like plywood!



DISTRIBUTORS THROUGHOUT THE U.S.

PARTITIONS
WINDOW WALLS
SUN-WIND SHELTERS
SKYLIGHTS
AWNINGS
SHOWER STALLS
CEILINGS
SIDELIGHTS
CARPORTS
PATIOS

ALSYNITE COMPANY OF AMERICA
Dept. AB-B San Diego 9, Calif.
Send free color folder and complete information on Alsynite to:

NAME_____
COMPANY_____
ADDRESS_____
CITY_____ STATE_____

turning NHW lookers into buyers

(*Continued from page* 95)

nouncements throughout the day are reasonable in price and effective in building attendance. Television is an excellent medium where available.

Advertising by Others. The advertising man should acquaint himself with the advertising programs of co-operating manufacturers, suppliers, the store which does the furnishings, etc. and get as much tie-in as possible from them. Perhaps they are contributing in other ways, but even so they can include mention of the model in their advertisements at no extra cost to themselves, and usually are willing to do so. This will result in advertising over the entire period that the model is open.

maintaining the model home

Hours

Most models are open in the afternoon and evening hours. Whatever hours are determined, be sure to respect them because you are inviting people to your home and they will expect you to be there.

Attendants

Someone competent to show the house should be in attendance at all times. Usually the store which furnishes the model will have a representative to do this and frequently the cost of his or her time is shared by the builder. Visitors should be allowed to view the house at will, without being followed by a salesman. As a matter of fact, most builders will not allow their salesmen to act as receptionists in model homes.

Sales and Display

Furnish your garage as your sales office, with telephone, carpet on floor, desk and conference table. It should be done in good taste like rest of house. Have displays of renderings and floor plans of your various models; have an alphabetical roster of participants in house, rack for literature and display of brand products.

Maintenance

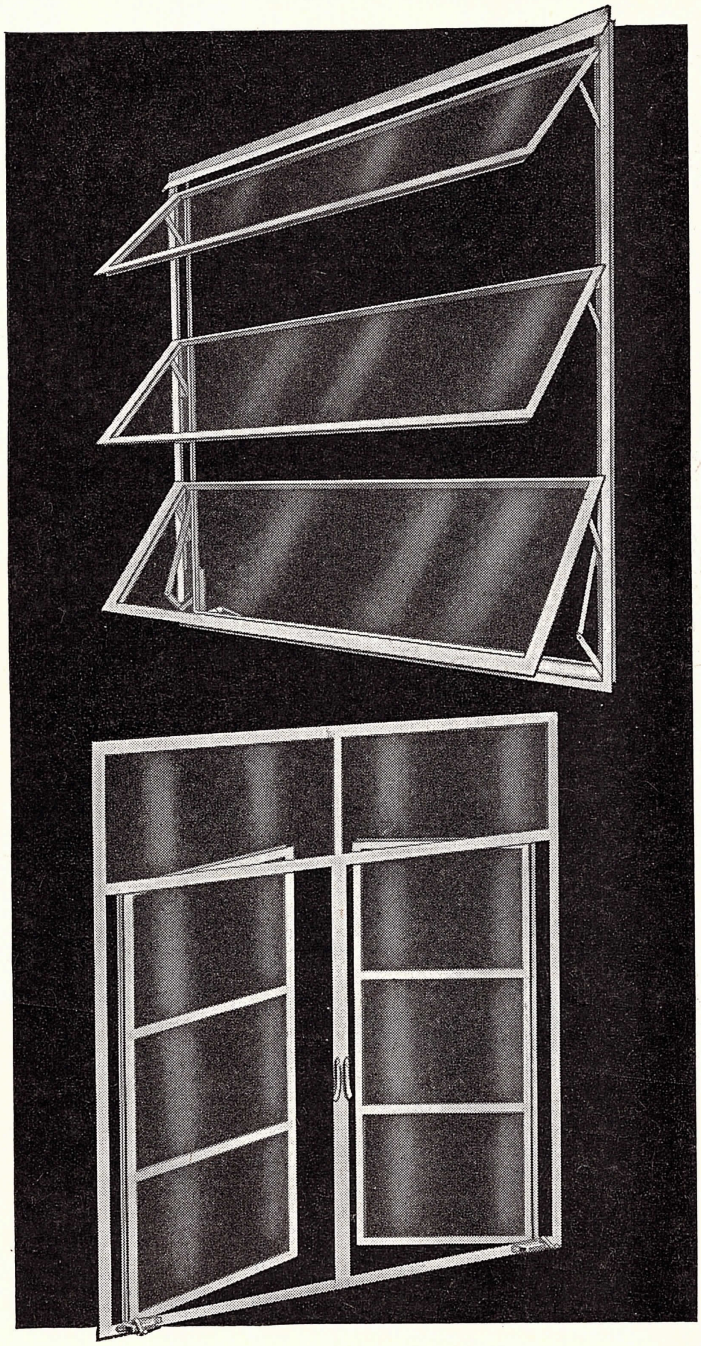
Keep the model spotless. Instruct the attendants that it must be kept as clean as they keep their own homes. Forbid smoking in the model, or eating lunches, etc. Keep it on a high plane for nobody wants to participate in nor visit an ill-kept home.

special promotions

Many special promotions have been worked out in this market in recent years. Model homes have been tied into fund-raising drives for hospitals, charities, etc. One builder had an *X-ray house*—a house in which certain parts were left unfinished so that the visitor could see the construction. Another used a *Talking House* with a series of microphones hidden where the visitors could not see them, to answer questions and give data on the house. Still another builder had a helicopter land on the roof of the garage of his model every day in order to attract attention.

TRUSCON ALUMINUM AWNING WINDOWS

Heavy extruded aluminum sections. Vinyl plastic weatherstripping completely seals entire perimeter of all ventilators. Chemically cleaned and etched after fabrication. Aluminum screens and storm sash. Popular sizes in warehouse stocks.

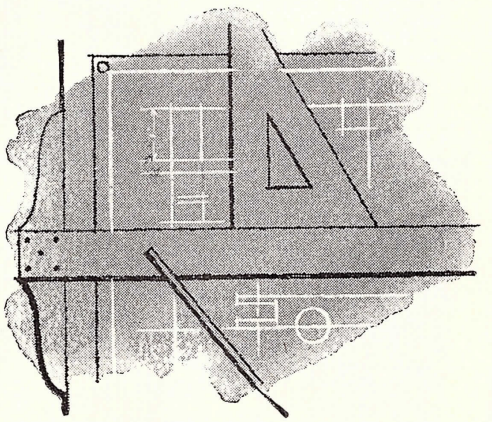


TRUSCON ALUMINUM CASEMENTS

Highest quality throughout. More rigid ventilator section. Slim architectural lines. Stainless steel accessories. Aluminum roto operators, buffed to satin sheen. Screens and storm sash. Popular sizes in warehouse stocks.

TWO GREAT NEW TRUSCON ALUMINUM WINDOWS

...both modular designed



● Here are the aluminum awning windows and casements you can specify and use with complete confidence.

Both bear the Truscon name and label. Both are designed and manufactured to fit 1954 building ideas and techniques. Design and construction are backed by Truscon's unmatched metal window experience. These windows support your efforts to give buyers more house for the money.

In popular sizes, these top-quality windows are modular designed in 16-inch multiples to fit standard masonry dimensions. This means important time- and money-savings during construction. It also means approximately 8% more light and ventilation area per window opening.

Heavy extruded aluminum sections are used throughout for increased strength and rigidity. Hardware and operators are highest quality for trouble-free service. More facts in Sweet's; or write Truscon for details and specifications.

REPUBLIC STEEL

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1050 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, N. Y.

TRUSCON® a name you can build on



Choice of the quality-minded! Ponderosa Pine Woodwork

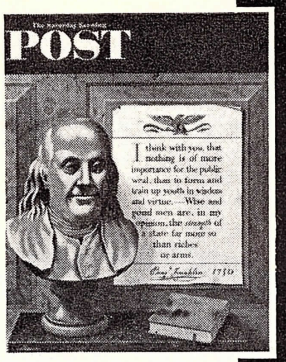
In the home that is built to last—to stay beautiful through the years—Ponderosa Pine woodwork takes its rightful place. Choice of the quality-minded, doors and windows of Ponderosa Pine combine natural friendliness and charm with an extra measure of utility. In awning windows such as those shown on this porch, for example, this smooth-grained wood provides controlled summer ventilation—an invitation to every summer breeze. Ask your lumber dealer to show you the many modern styles of Ponderosa Pine windows and combination doors.

New ways to choose doors!
This revolving counter display puts th choice of Ponderosa Pine quality doo at your finger tips. See it at your lumb dealer's!

These are members of and contributors to Ponderosa Pine Woodwork

LUMBER: Alexander-Stewart Lumber Co. • Associated Lumber & Box Company • Blagen Lumber Company • Brooks-Scanlon, Inc. • Cascade Lumber Company • Collins Pine Company • Crane Mills • Crawford Lumber Company • Gilchrist Timber Company • Hayfork Lumber Company • Edward Hines Lumber Co. • Industrial Wholesale Lumber Company • J. Neils Lumber Company • McCloud Lumber Company • Michigan-California Lumber Company • Peshastin Lumber Company • Ochoco Lumber Company • Oregon Lumber Company • Ralph L. Smith Lumber & Box, Inc. • Pickering Lumber Corporation • Setzer Forest Products • Winton Lumber Co. • Tarter, Webster & Johnson, Inc. • Weyerhaeuser Sales Company • Lumber Company • WOODWORK: Andersen Corporation • Anson & Gilkey Company • Wm. Cameron & Co. • Carr, Adams & Collier Company • Cole Manufacturing Co. • Screen Company • Curtis Companies Incorporated • Farley & Loetscher Mfg. Co. • Millwork Corp. • The Hotchkiss Brothers Co. • Hurd Millwork Corp. • Huttig Manu • Ideal Co. • The Long-Bell Lumber Company • The Malta Manufacturing Co. • pany • Northern Sash & Door Company • Philadelphia Screen Mfg. Compar Musser Company • Rock Island Millwork Company • The Rockwell Mfg. Co. • S Company • The Silcrest Company • The Wabash Screen Door Company • W Company • ASSOCIATE MEMBERS: Chapman Chemical Company • The Do Moulding Company • McKuen Moulding Company • Protection Products Ma • Western Pine Association

Now in the POST



and at your dealer's

this NEW WAY to choose doors!



Twenty million readers will see this new "Merry-Go-Round" door display pictured in the pages of The SATURDAY EVENING POST. And on the counters of progressive lumber dealers, this revolving drum is making door selection easy—creating new excitement, new interest in the many beautiful Ponderosa Pine door styles.

It's all part of the big trend to Ponderosa Pine woodwork—doors, combination doors, windows and cabinets—now stimulated and accelerated by a nationwide promotional campaign. More and more, Ponderosa Pine woodwork is the choice of quality-minded builders—for making fast sales to quality-minded home owners. Ponderosa Pine Woodwork, 38 South Dearborn Street, Chicago 3, Illinois.

THESE ARE MEMBERS OF AND CONTRIBUTORS TO PONDEROSA PINE WOODWORK:

Ponderosa Pine WOODWORK

LUMBER

Alexander-Stewart Lumber Co.
Associated Lumber & Box Company
Blagen Lumber Company
Brooks-Scanlon, Inc.
Cascade Lumber Company
Collins Pine Company
Crane Mills
Crawford Lumber Company
Gilchrist Timber Company
Hayfork Lumber Company
Edward Hines Lumber Co.
Industrial Wholesale Lumber Co.
Long Lake Lumber Company
McCloud Lumber Company
Michigan-California Lumber Company
J. Neils Lumber Company
Ochoco Lumber Company
Oregon Lumber Company
Peshastin Lumber & Box, Inc.
Pickering Lumber Corporation
Setzer Forest Products
Ralph L. Smith Lumber Co.
Tarter, Webster & Johnson, Inc.
Weyerhaeuser Sales Company
Winton Lumber Company

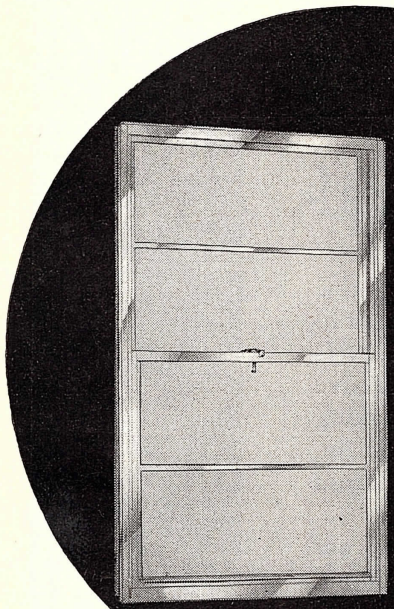
WOODWORK

Andersen Corporation
Anson & Gilkey Company
Wm. Cameron & Co.
Carr, Adams & Collier Company
Cole Manufacturing Co.
Continental Screen Company
Curtis Companies Incorporated
Farley & Loetscher Mfg. Co.
Great Lakes Millwork Corp.
The Hotchkiss Brothers Co.
Hurd Millwork Corp.
Huttig Manufacturing Co.
Ideal Co.
The Long-Bell Lumber Company
The Malta Manufacturing Co.
Morgan Company
Northern Sash & Door Company
Philadelphia Screen Mfg. Company
Roach & Musser Company
Rock Island Millwork Company
The Rockwell Mfg. Co.
Semling-Menke Company
The Silcrest Company
The Wabash Screen Door Company
White Pine Sash Company

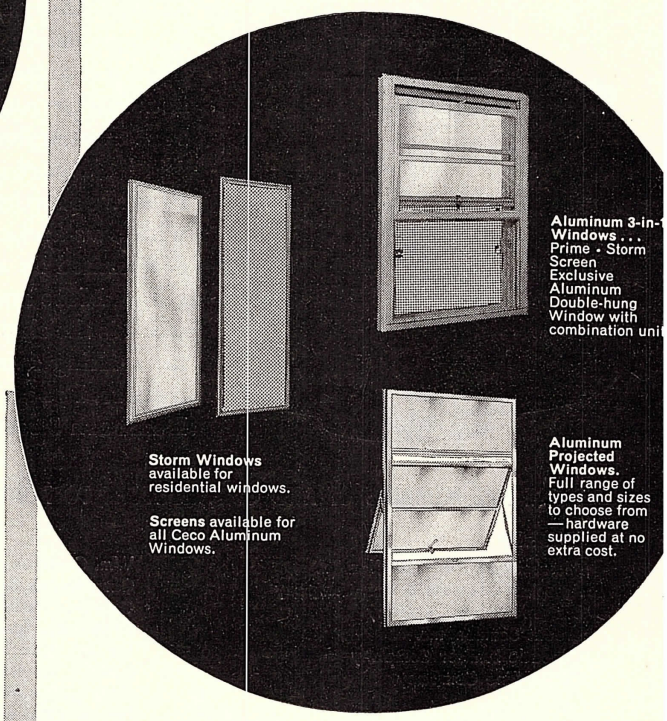
ASSOCIATE MEMBERS

Chapman Chemical Company
The Dorris Lumber & Moulding Company
McKuen Moulding Company
Protection Products Manufacturing Co.
Western Pine Association

You can't build



Series 50B, Double-Hung—Wide variety of types and sizes. Easy operation—sash float on stainless weather-stripping. Assembled with all hardware attached . . . hardware supplied at no extra cost. Exterior fin and trim and inside casings are available.

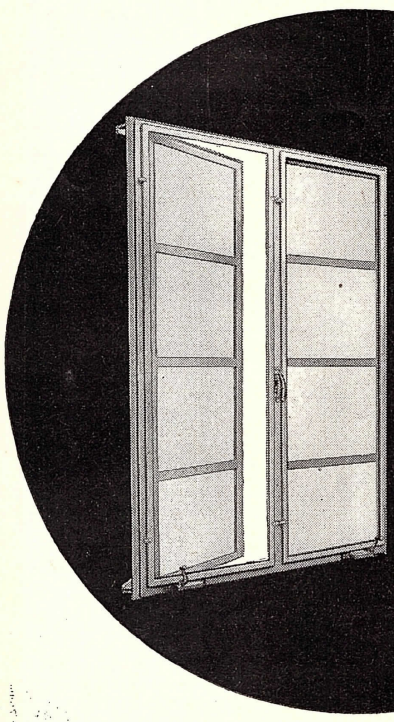


Aluminum 3-in-1 Windows . . . Prime • Storm Screen Exclusive Aluminum Double-hung Window with combination unit

Storm Windows available for residential windows.

Screens available for all Ceco Aluminum Windows.

Aluminum Projected Windows. Full range of types and sizes to choose from—hardware supplied at no extra cost.



Aluminum Residence Casements—Easy to install—available with inside-outside steel trim, inside casings. Maximum rigidity—corners electrically welded—sections are full 1" deep, have full 5/32" web. Hardware is included at no extra cost.

...with finer ALUMINUM WINDOWS than Ceco-Sterling...

Wide Selection—Pioneer Engineering—Exclusive Features—Quality Production Methods

With infinite care quality is guarded all the way in Ceco-Sterling Aluminum Windows. Ceco Window Experts bring you designs with exclusive features developed through years of research . . . Ceco controls quality from raw material to finished product these 5 ways:

1 We make our own extrusions . . . tolerances are controlled.

2 Exclusive aircraft-type welding assures the strongest projected and casement windows on the market.

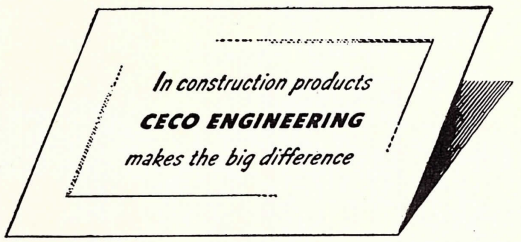
3 Stainless steel weatherstripping in double-hung windows assures a superior weatherseal. Double-contact weathering provides a tight seal on projected and casement windows.

4 Interlocking mullions of double-hung types mean maximum rigidity. Installation is simplified.

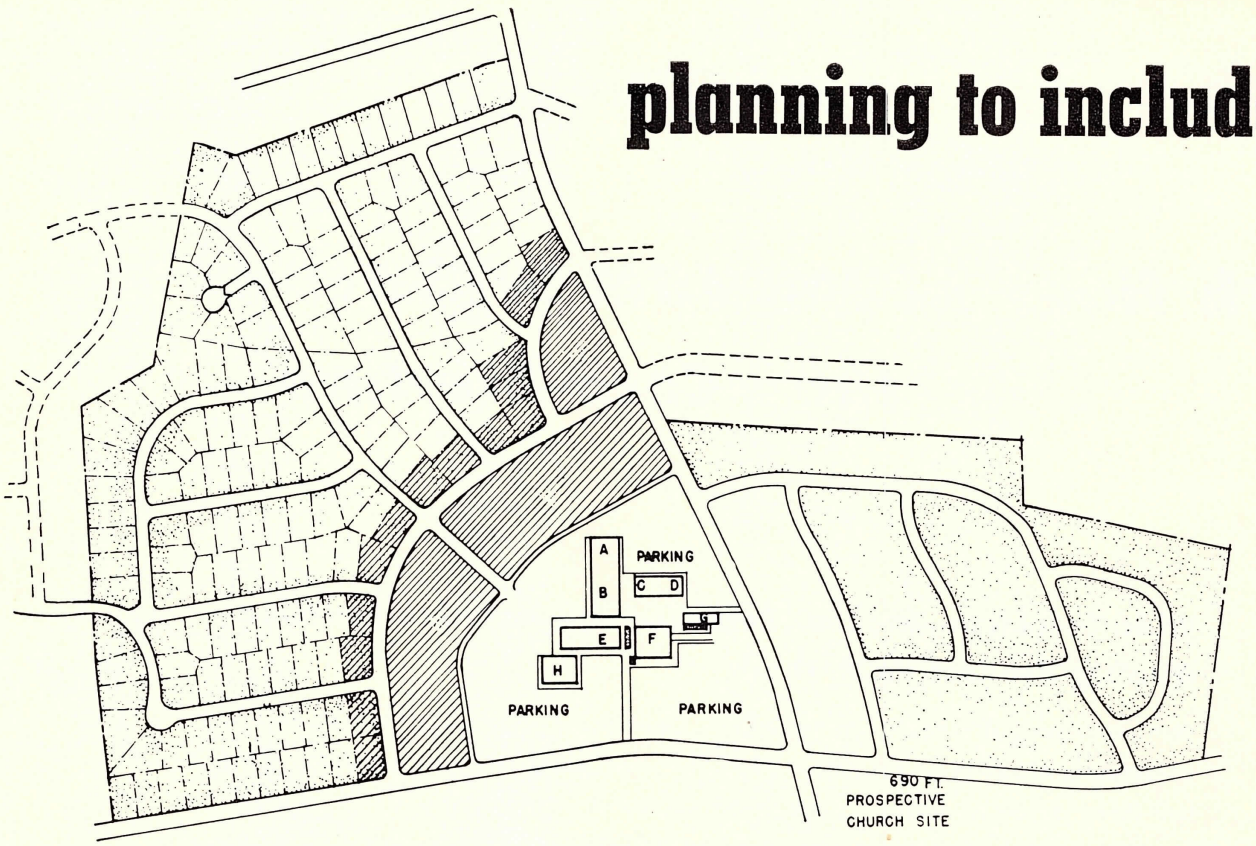
5 Quality hardware is standard with every window.

Ceco offers Aluminum Windows as companion products to its broad Steel Window line, forming the world's largest line-up of metal windows. Now from one source you can choose the right window to fit your design needs. So call on Ceco for Aluminum or Steel Windows. Our Experts will help you plan the best installation of the window you select—will help you save, too. See Sweet's File for details and address — write Ceco general offices for illustrated literature.

CECO STEEL PRODUCTS CORPORATION
Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 W. 26th Street, Chicago 50, Illinois



planning to include



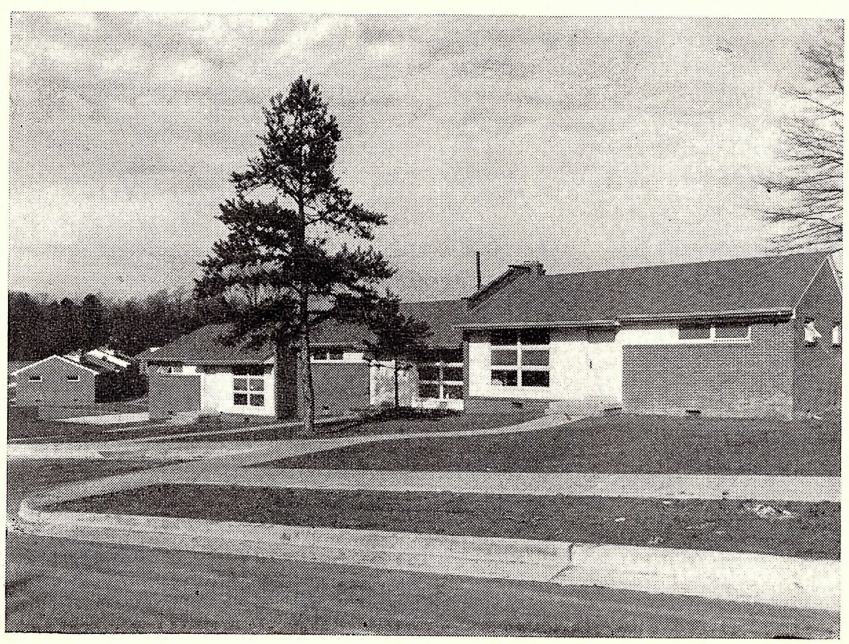
LAND UTILIZATION

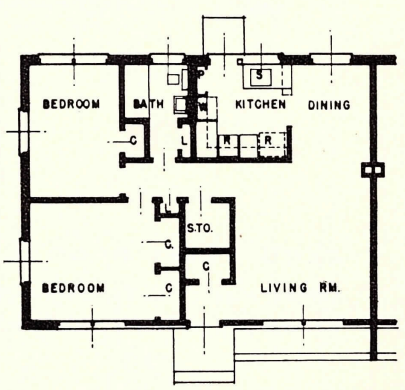
STORE ARRANGEMENT

A	FOOD STORE	
B	HARD LINES	
C	SHOPS	
D	DRUGS	
E	SHOPS	
F	DEPARTMENT STORE	
G	BANK, PROF BLDG.	
H	SPECIALITY SHOPS	

SYMBOL	USE
	ONE FAMILY UNITS 100 X 200 AVERAGE
	TWO FAMILY UNITS 125 X 200
	MULTI-FAMILY UNITS
	COMMERCIAL

Well-organized plan for the development of Cotswold, a 192-acre tract at Charlotte, N. C.





Multi-family rental housing has been especially well planned. These 2-bedroom units have 812 square feet. Three-bedroom units have 960 square feet; one-bedroom units offer 672 square feet

a shopping center?

then study this award-winning neighborhood development

WHEN a regional shopping center is included as part of a residential tract, that factor naturally becomes the key to the land planning as a whole.

In this tract of 192 rolling and wooded acres five miles from downtown Charlotte, N. C.—now being developed as a community called "Cotswold"—the shopping center is centered on main traffic arteries, with the residential areas fanning out and away from it on two sides. A buffer zone of multi-family row houses and of two-family houses protect the single-family homes areas from the shopping center.

Including rental housing also tends to support volume for the shopping center. In this case, the shopping center is designed to pull on a trading area of about 87,000 population.

The proportion of land disposed here between the various uses is considered to be excellent by the judges in the neighborhood development merit award program of the National Association of Home Builders. The plan, done by Seward H. Mott & Associates of Washington, D.C., for the Blythe Builders Company of Charlotte, won an award from NAHB at its 1954 convention.

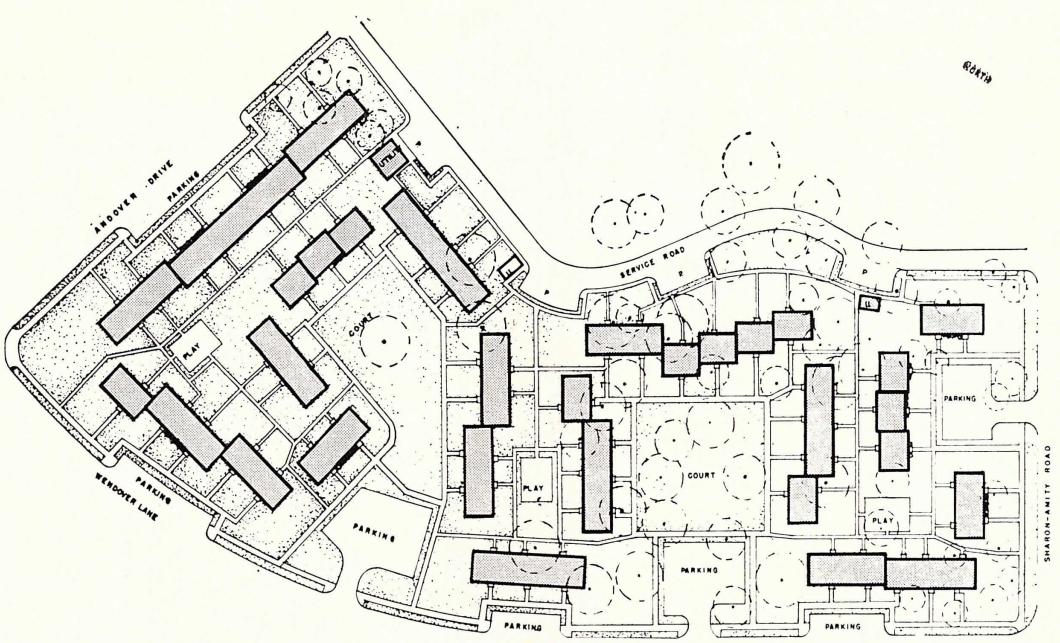
There are 172 sites for single-family houses. Average lots are 100 by 200 feet and sell in the $4,750 to $6,000 range. Price range for 2-bedroom and 3-bedroom houses is $24,000 to $30,000.

The rental housing, designed as row houses, includes 150 units at rentals of $90 for 2-bedroom apartments and $115 for 3-bedroom suites. As is logical in carrying out a plan of this kind, the rental housing was built first. The residential work began before completion of the apartments. The shopping center will be part of the last phase.

Plan for the Cotswold shopping center includes space for 30-35 stores, or a total center of 329,700 square feet of space. The parking areas around the center total 690,000 square feet, or space for 2,310 cars. This is a parking ratio of 2.3 to 1.

Space in the shopping center is distributed as follows: department store, 82,120 square feet; specialty shop, 40,560; shops, 74,360; hardlines, 60,840; food store, 23,660; drugs, 12,160; bank, 6,000; professional building, 30,000. A clerical office building, planned for a location just across the road east from the center, will add another 10,000 square feet to the center's total.

Charles W. Connelly was architect for the Cotswold apartments. Welton Becket has designed the shopping center.



Typical block layout for rental housing. Each grouping of apartments has 1,200 square feet of playground, with slides, swings and teeter boards. Parking areas provide two car spaces per apartment unit



simulated brick and stone

- Durable
- Low Cost
- Fireproof
- Needs no painting

PATTERN TYPES

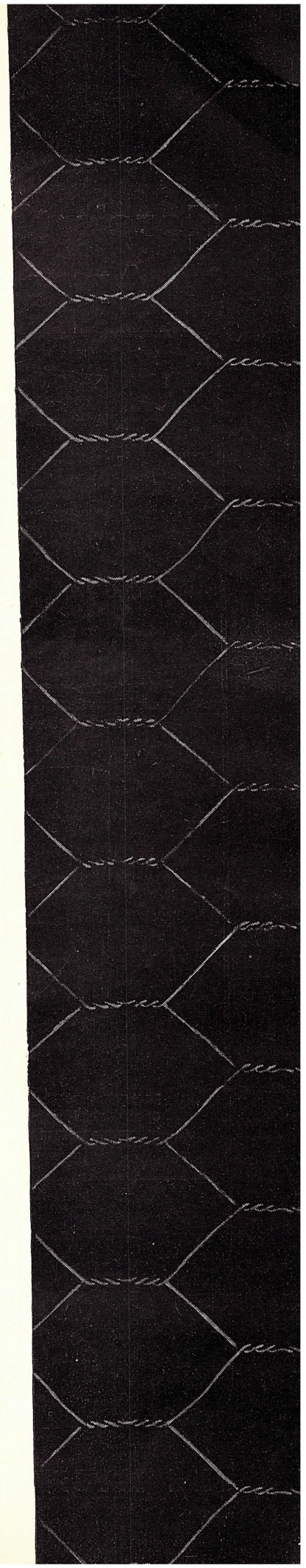
1. Coarsed ashlar—split face
2. Random ashlar—smooth planer
3. Random ashlar—split face
4. Handmade Roman brick type
5. Random length coursed
6. Sand floated reinforced stucco

Beauty Treatment for Buildings—old or new

It costs so little to give buildings the beauty of simulated brick or stone exteriors. Choose from a wide range of colors—far wider than with natural building stone or brick.

Have the charm of an ashlar stone pattern, with a beautiful split face or other natural stone texture. Or the distinctive appearance of handmade Roman-type brick, in a wide variety of colors unavailable in any other way.

You get this prize winning beauty at a fraction of the cost of natural stone or of brick.



applied to last with

KEYMESH

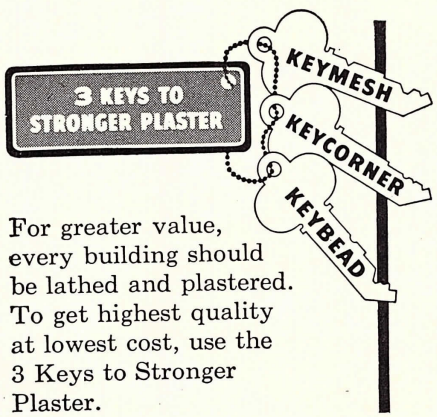
GALVANIZED REINFORCING LATH

Simulated brick and stone are actually slabs of reinforced concrete. They combine the strength and durability of concrete with the beauty of brick and stone.

They are weatherproof because there are no actual mortar joints. They never need painting, because color is obtained by using crushed brick and stone aggregate. And they add strength to any building. They will not burn, so they add real fire safety to your building.

These finishes are reinforced with Keymesh, which has demonstrated its exceptional value as reinforcement in concrete, stucco and plaster through the years.

For the greatest value in building exteriors, see your Simulated Stone or Brick applicator.



For greater value, every building should be lathed and plastered. To get highest quality at lowest cost, use the 3 Keys to Stronger Plaster.



KEYMESH lath for over-all reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.



KEYCORNER strip lath, preformed to fit snugly in corners. Lies flat when applied to joints. Galvanized to prevent rust streaks.



KEYBEAD corner lath with precision formed bead for outside corners. Open mesh assures strong, solid plaster corners.

KEYSTONE STEEL & WIRE COMPANY

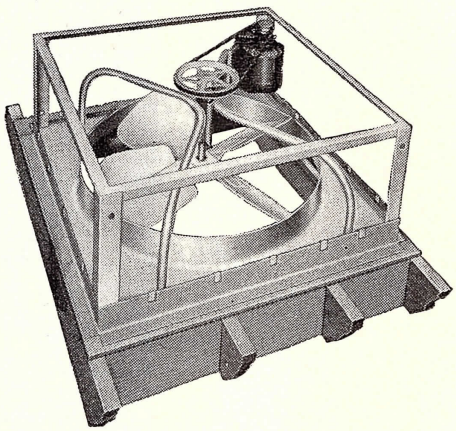
Peoria 7, Illinois

Keymesh • Keybead • Keycorner • Keystone Welded Wire Fabric • Keystone Nails
Tie Wire • Keystone Non-Climbable and Ornamental Fence

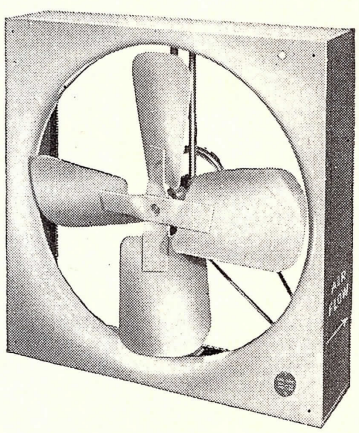
For prices and complete details, see your local simulated brick or stone contractor

LAU 1954 Fan Facts

Here's the LOW-COST way to add Sales Appeal to every home you build!



LAU "Niteair" Rancher Fans. Available in sizes and air delivery to meet every need. Balanced, free of vibration, built for quiet, trouble-free service.



LAU "Niteair" Panel Units. Residential, commercial and industrial fans adaptable for any practical application in homes, apartments, stores, office and industrial plants.

Today's home buyer wants his new home completely equipped with the latest in modern conveniences. BUT . . . he doesn't want to pay high additional costs for these comforts.

That's why a LAU Fan answers your problem. At a low cost, a LAU "Niteair" Fan offers the home owner the ultimate in cool, refreshing, healthful slumber. During those hot summer months he'll sleep cool as a cucumber in a house that YOU built and SOLD him.

Quick . . . easy . . . economical to "install-when-you-build". The LAU Fan is the quickest way to a prospect's heart and POCKETBOOK. For more sales, more profits, plan to install tested, proven LAU "Niteair" units in your next project!

Certified Ratings — PFMA — UL

Guaranteed 5 years

Lau fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.



THE LAU BLOWER COMPANY, 2008 Home Avenue • Dayton 7, Ohio

Write today for catalogs and further information.



Your prospects are sure to want one or more telephones in the homes you build.

And they're just as sure to want telephone wires concealed.

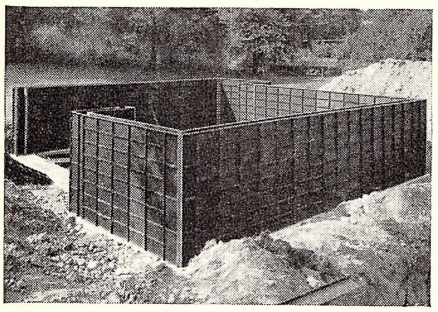
There's an easy, inexpensive way to keep telephone wires out of sight: Have telephone conduit built-in.

Your Bell Telephone Company will be glad to help you work out economical conduit installations. Just call your nearest Business Office.

BELL TELEPHONE SYSTEM

SYMONS STEEL FRAME FORMS

Symons lightweight steel frame forms with plastic plywood panels are easy to



handle, easy to set-up, easy to strip. The width of the steel frame is only 2½" wide compared to 4⅜" for wood frame forms. The forms are so constructed that, when necessary, panels can be easily replaced right on the job.

Send in the plans for your next job. Our Engineering Staff will furnish complete form layouts and job cost sheets on your form work—at no charge to you. This service enables you to get a clear picture of your job (its cost, bill of materials and labor saving methods). Literature on Symons Steel Frame Forms is also available upon request. Symons Clamp & Mfg. Co., 4261 Diversey Ave., Dept. G-4, Chicago 39, Illinois.



This builder knows a *Scott* lawn adds value . . . helps clinch sales. He knows too, that folks realize a ***Scotts Lawn is the best*** . . . more beautiful, healthier, more enduring. *Scotts Lawns* are economical . . . *Scotts* seed goes farther . . . use less. Get all the facts on *Scotts* Lawns—you'll be pleased and so will your clients. Just drop us a card and say "Lawns." We'll also send you a binder of Lawn Care bulletins. Free!

O M Scott & SONS CO
15 Fourth St., Marysville, Ohio
also
Palo Alto, Calif.

Scotts
LAWN CARE PRODUCTS

IDEA of the MONTH

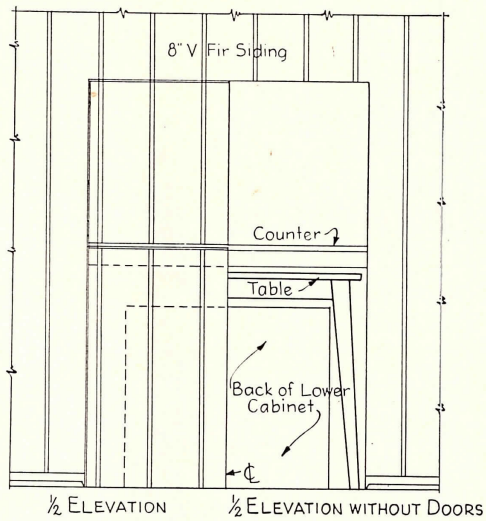
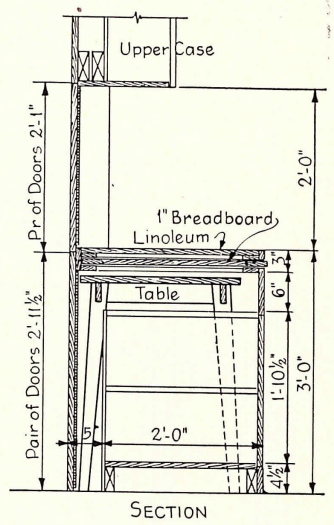


Table recess from living room side

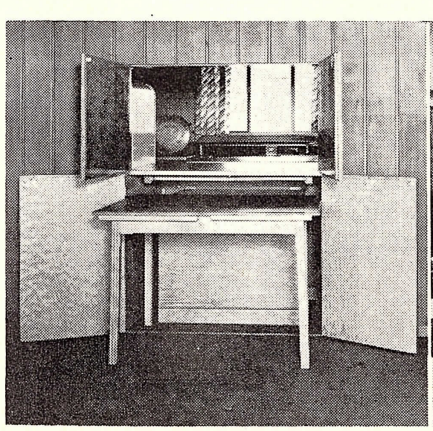


Position of table when not in use

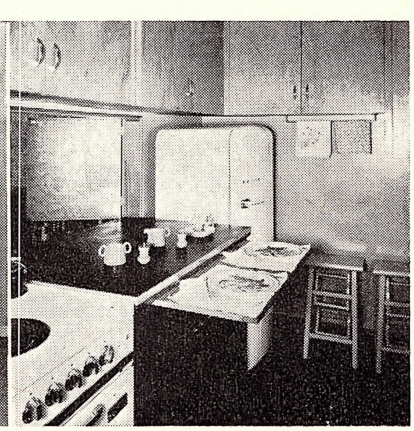
dining table recesses under kitchen pass-through

Here is an ingenious built-in dining table arrangement for the small house that does not provide sufficient space in the living area for a formal dining table. Designed by Architect Richard W. Norman of Portland, Oregon, this dining table can be slid out of sight into a special recess when it is not actually in use. Doors on the living room side of the recess conceal the table completely when closed.

The table's legs fit on either side of a cupboard which opens from the kitchen. The pass-through, above the cupboard, connects the dining and kitchen areas, facilitating table setting from the kitchen. On the kitchen side of the pass-through, the bread board, just beneath the counter-top, is designed oversize so that it can be pulled out and used as a breakfast bar, and slid back under the counter when not in use.

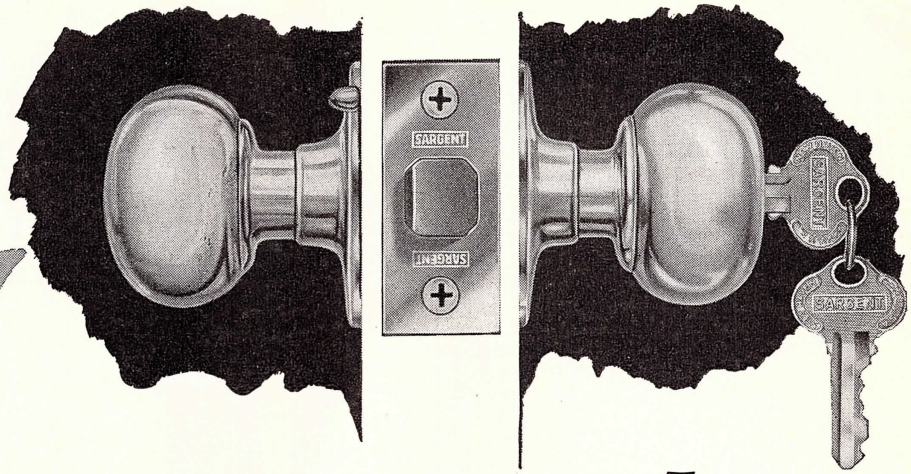


Dining table slides into recess under pass-through; closed doors conceal table



Kitchen side of pass-through shows oversize bread board used as a breakfast bar

The new Sargent high quality, *low cost* ALIGNALOCK is available in all functions. It is finished in handsome brass, bronze, aluminum and polished chrome for split finishes.



The Swing is to SARGENT ALIGNALOCK

TRADEMARK

...it helps to sell new homes!

Are *you* using ALIGNALOCK to help sell your new homes?

More and more builders *are* . . . because the SARGENT name on locks indicates that you are using nationally recognized branded products throughout.

The Sargent ALIGNALOCK is a high quality, *low cost* lock, with a beautifully balanced design and made of only quality materials. It has *no* brittle, easily cracked die-cast parts.

No other lock can be installed faster!

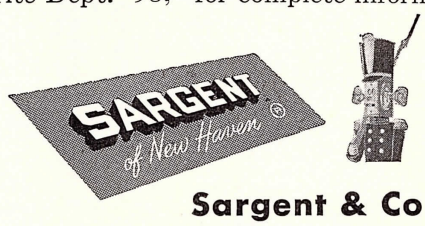
The self-aligning assembly and other features of the ALIGNALOCK make it possible for even non-skilled help to install the lock easily, accurately and economically.

Easy on the latch . . . firm on the knob

ALIGNALOCK has many unusual features not found in other locks. For example, *two* springs, instead of one, insure trigger latch action, solid knob action.

Other features like "automatic unlocking" and "emergency unlocking" give the Sargent ALIGNALOCK an extra safety appeal for home owners.

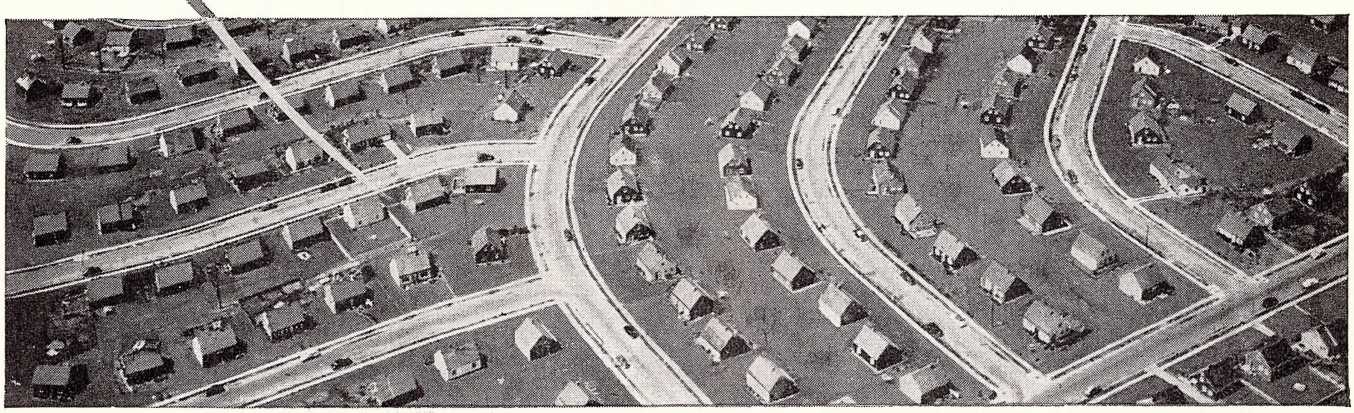
Use the ALIGNALOCK to help sell *your* homes . . . get in touch with your supplier today. Or write Dept. 9G, for complete information.



Sargent & Company

New York • **NEW HAVEN, CONN.** • Chicago

Hardware of Character



1954 ADMIRAL APPLIANCES DESIGNED FOR BUILDERS

by Admiral Contract Division

NOW—you can offer beautiful, feature-filled Admiral Refrigerators, Ranges and Room Air Conditioners in the homes you build!

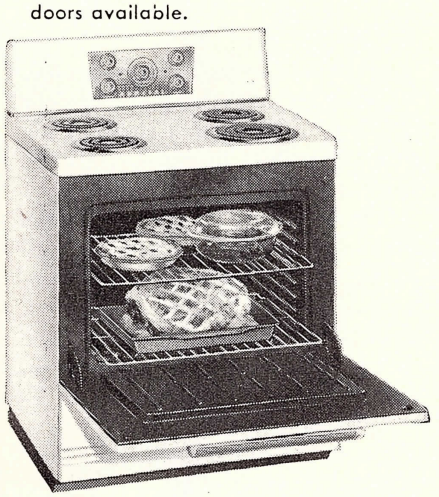
At the same time, you enjoy the economy of typical Admiral values—the best ever to be offered in the industry!



Model 8D1S—8.0 cu. ft. capacity—right or left-hand doors available.

2 New Admiral Refrigerators for builders—Models 8D1S and 7D1S, respectively. Both models include spacious full-width freezer and handy freezer drawer, 2 ice trays, 4 roomy full-width shelves, removable door shelves, automatic interior light, infinite temperature control and Admiral's exclusive "Glacier Blue" porcelain enamel interior.

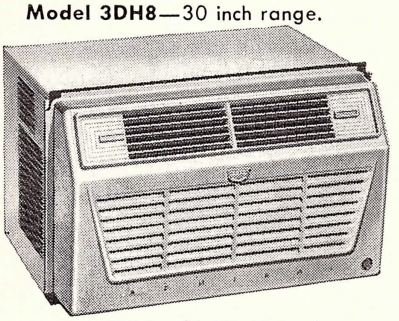
★ ★ ★ ★ ★



Model 3DH8—30 inch range.

4 New Admiral 20, 30, 40 inch Electric Ranges for builders—30″ model illustrated includes giant size oven, exclusive "Controlled Oven Heat Distribution," smokeless broiler, appliance outlet, four 7-speed surface units, easy-read deluxe back panel.

★ ★ ★ ★ ★



Model 75D5—¾ HP, 115 volt unit. 230 volt unit also available.

4 New Admiral Room Air Conditioners for builders—Model illustrated features 18 different weather selections, humidity control, air purifier, built-in thermostat. Cools room area of over 500 sq. ft. Also available: Model 50D5, ½ HP unit; Model 50D9, ½ HP with electric coil heater; Model 100D5, 1 HP, 115 or 230 volt unit.

THERE IS AN ADMIRAL DISTRIBUTOR IN ALL PRINCIPAL CITIES • SEE THE ONE NEAREST YOU FOR COMPLETE INFORMATION AND SPECIFICATIONS ON ADMIRAL CONTRACT DIVISION MODELS

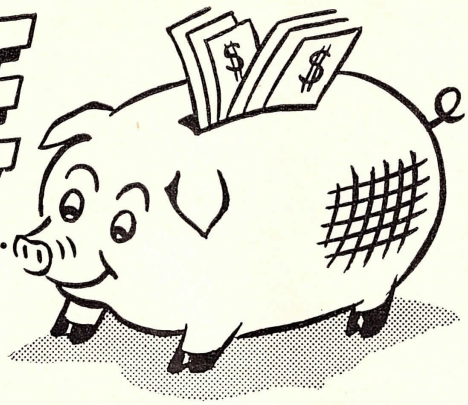
Admiral

Automatic Defrosting Refrigerators • Dual-Temp Refrigerators • Up-Side-Down Refrigerators
Upright and Chest-type Home Freezers • Flex-O-Heat Electric Ranges • Room Air Conditioners

ADMIRAL CORPORATION • 3800 W. CORTLAND ST. • CHICAGO 47, ILL.

SAVE

as never before . . .

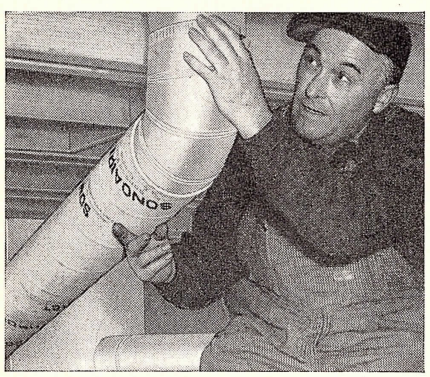




by using the revolutionary new

SONOAIRDUCT-XP®

PAT. APP. FOR



FIBRE DUCT

for gas and oil fired warm air heating systems!

A widely used and approved light weight, long length duct that saves you time, labor and money in crawl, basement and attic installations as supply or return lines. Heat loss tests show SONOAIRDUCT-XP, with its aluminum foil lining and 16 lb. asbestos outer wrap, has the equivalent insulation value of 26 gauge metal duct with HALF INCH Fiberglas insulation—yet it costs much less! Sizes 2" to 36" I.D., up to 50 ft. in specified lengths, or can be sawed to desired lengths on the job.

Write today for details!

sonoco — Serves the World — Paper Carriers

REG. U.S. PAT. OFF.

SONOCO PRODUCTS COMPANY

Construction Products Division

LOS ANGELES, CAL. 5955 SOUTH WESTERN AVE. — HARTSVILLE, S. C. — MAIN PLANT — MONTCLAIR, N. J. 14 SOUTH PARK STREET

GARWOOD, N. J. — BRANTFORD, ONT. — AKRON, IND.

No. D-113

an economical way to build two fireplaces

Serving both the living room and adjoining paved terrace, this indoor outdoor fireplace combination achieves economy because it can be constructed as a complete unit.

The two fireplaces follow the same general design pattern with an 18-gauge sheet V-grooved copper hood over the fireplace opening. This hood is anchored to the face of the brick wall above the ⅛x3-inch steel plate cut for the V-grooves, and set in mortar joints. V-grooves are half-inch deep and one inch across the face.

A wood storage channel, one foot wide by two feet deep and four feet high, adjoins the inside fireplace. Side piers of the inside fireplace are arranged in a setback pattern, with the copper hood's end-face linked to both. Hearth for this fireplace has two levels, one six inches above the floor and the other 12 inches above. The outside fireplace hearth is 2 feet 2 inches above the terrace floor, and is used primarily as a barbecue.

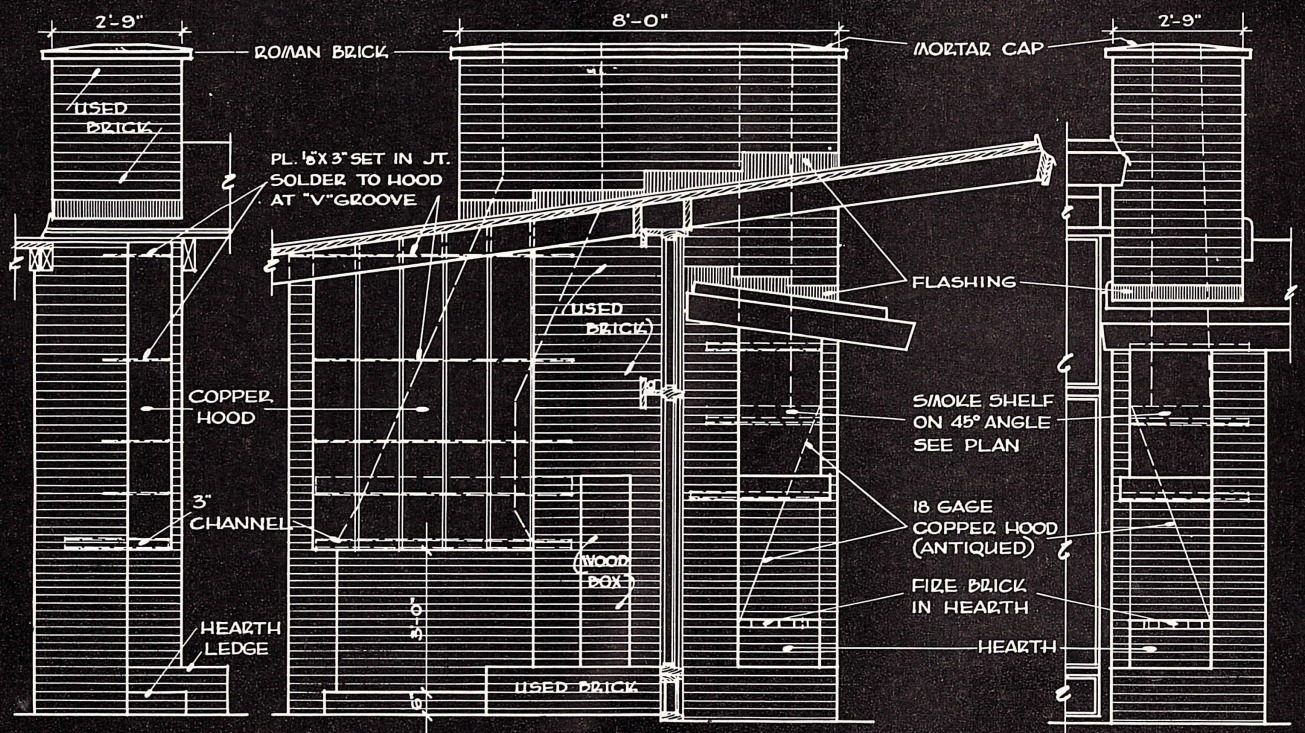
The roof of the adjoining bedroom extends over the front and up the opposite side of the outside fireplace, forming a projecting member. Copper hood extends into the soffit of the overhang in an orderly fashion.

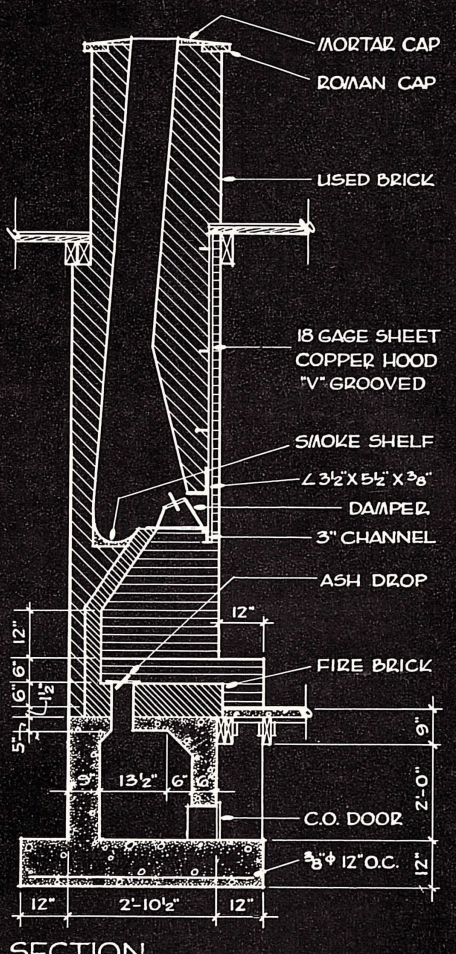
AMERICAN BUILDER'S BETTER DETAIL PLATE

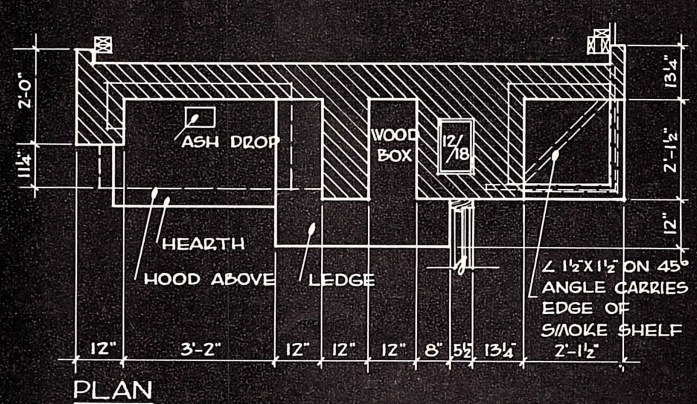
Designed by George R. Wiseman, Architect

Detailed by K. Roderick O'Neal, A.I.A. for *American Builder*

NO. D-113 INSIDE-OUTSIDE FIREPLACE . . .













Lovely view through Andersen Gliding Windows—N. Holger Mortensson, architect

FOR THE OPEN PLAN...
WINDOWS THAT OPEN

Andersen *Windowalls**

COMPLETE **WOOD** WINDOW UNITS

WHEN WALLS DISAPPEAR, even small houses seem to grow larger. Enclosed space becomes more usable. Houses attract buyers faster.

This home shows the way to make certain that an open plan assures comfortable living. Keep plenty of ventilation in the picture with Andersen WINDOWALLS. Andersen complete wood window units fulfill all the demands made of a window—including the demand for lots of fresh air when the owner wants it—the demand to provide the protection of weathertight, transparent walls. How about Andersen WINDOWALLS for *your* customers?

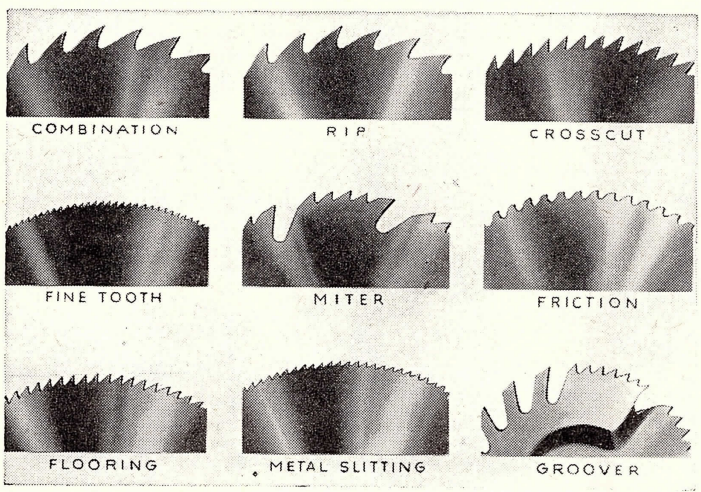
For specification data see your millwork dealer, Sweet's Light Construction File or write Andersen Corporation.

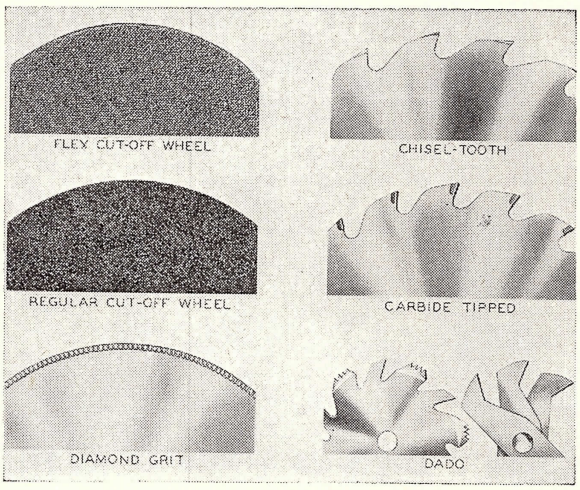
Andersen Corporation
BAYPORT, MINNESOTA

*TRADEMARK OF ANDERSEN CORPORATION

technical guide

for builders and craftsmen





getting the most out of the portable electric saw



Builder saws are offered in three sizes—6-inch, 7¼-inch and 8¼-inch. Portable power saws reduce wood cutting operations from hours to minutes. The carpenter here is trimming wood siding

Through the use of three basic blades the portable electric saw can be made to cut most any substance —that is, if the saw is engineered and powered to do the work.

In addition to wood, the electric saw, properly powered, can easily be adapted to cut metal, stone, concrete and all types of composition materials, such as fiber glass, hardboard, tile, Formica and gypsum board.

Cutting of these materials is comparatively simple. No special technique or know-how is required except that caution and care need to be exercised. The wearing of goggles to protect the eyes is recommended when cutting the harder materials.

To meet the specific needs of builders confronted with the cutting and assembly of a variety of materials, the following three basic blades are recommended:

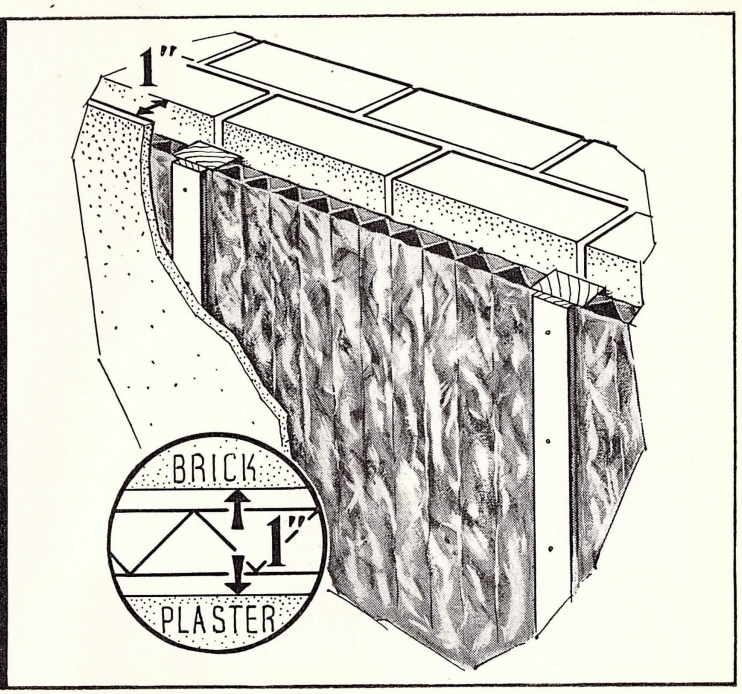
1. A steel blade for wood cutting.
2. An aluminum oxide abrasive disc for cutting metal.
3. A silicone carbide abrasive disc for cutting masonry and related materials.

Steel saw blades are available in a number of types. The most popular general carpentry blade is a combination, ideal for cross-cutting and ripping soft woods. Others are rip, chisel tooth, cross-cut, fine-tooth, mitre, friction, flooring, metal slitting, groover, dado, carbide-tipped and novelty combination blades. These are engineered to do a specific cutting job better. An example of this is the mitre blade, a hollow ground instrument designed for very smooth cutting, such as interior finish or trim. The novelty combination blade is a good choice for general use in cabinet work, since it produces smooth cuts with or across the grain.

Abrasive discs used for cutting materials other than wood are generally known as cut-off wheels, or flex cut-off wheels. The cut-off wheels are abrasive discs bonded with phenol-resin or rubber for strength and longer life. A steel in-

(*Continued on pages* 118 *and* 120)

How to Insulate Masonry Walls and Minimize Dampness and Heat Flow



MASONRY WALLS – brick, stone, cinder or concrete blocks – can be insulated against heat and vapor flow economically and effectively with 2 sheets of aluminum separated ½" apart by an accordion fiber. They can be attached in one operation to furring strips on the inside. Only ½" deep installed, they fit into the shallow 1" spaces created by the furring. The whole cost, material plus labor, should not exceed 7½¢ sq. ft.

In basements and other places in *existing* buildings with masonry walls, insulated areas can be created for active use for playrooms, storage, laundries, workshops, even living quarters, by the same technique of attaching multiple accordion aluminum and reflective spaces to furring strips.

HEAT AND VAPOR FLOW RETARDED

With respect to radiant heat flow, the aluminum surfaces have 97% reflectivity and only 3% absorptivity and emissivity. Low conduction results from the preponderant air spaces of low density. The layers of multiple aluminum and fiber retard inner and outer convection.

The tough, continuous aluminum sheets are impervious to vapor flow. Infiltration under the flat stapled flanges is slight. Condensation formation on or within the aluminum sheets is minimized by the scientific construction of multiple layers of full-depth accordion aluminum, fiber and air spaces. They are available in pre-fabricated ½" depth, commercially known as Type 4 Jr. Infra Insulation.

HOW TO INSTALL

Attach 1" furring strips to walls on 16" centers. Tack flange of Type 4 Jr. to FACE of furring with staples, flat surface facing room. Nail rough lattice strips over flanges. This prevents contact with interior wall and creates additional air space. Finally attach wallboard, or lath for plaster.

The U. S. NATIONAL BUREAU OF STANDARDS has published an informative booklet describing the destruction condensation can cause and means of preventing condensation. It is entitled "Moisture Condensation in Building Walls." Send us coupon for a FREE copy.

COST OF INFRA INSULATION PLUS LABOR

Type 4-S Jr.—7½¢ sq. ft.

Type 4-H Jr.—8½¢ sq. ft.

INFRA INSULATION, INC., 525 Broadway, New York, N. Y. • WOrth 4-2241

Get a FREE SAMPLE of this unusual insulation. Check the box in the coupon.

Infra Insulation Inc., Dept. B-7
525 Broadway, New York, N. Y.

☐ Please send FREE U.S. Bureau of Standards Booklet BMS63

☐ Please send samples

Name_____

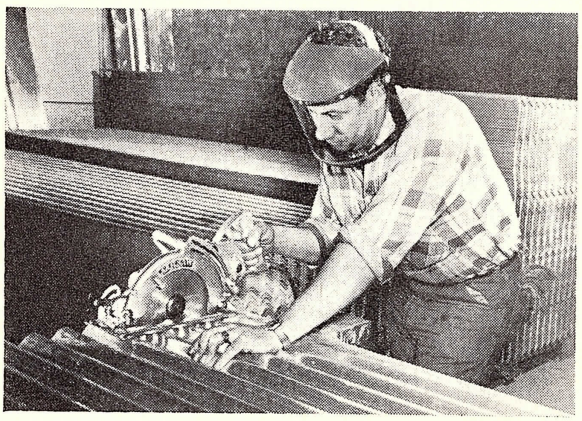
Firm_____

Address_____

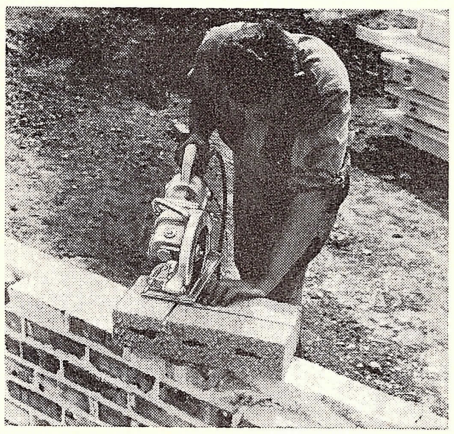
technical guide

for builders and craftsmen

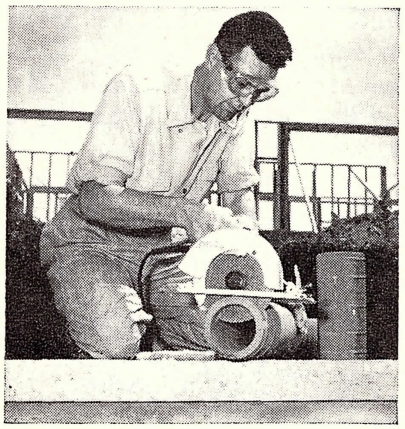
(*Continued from page* 116)



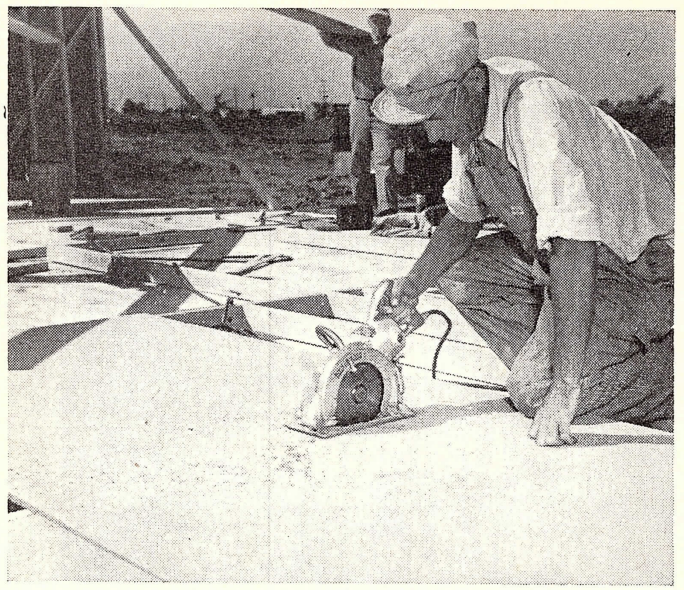
Corrugated or sheet aluminum is cut with metal slitting, mitre or cut-off blade. Mitre or cut-off blade is recommended for infrequent cutting. Use cutting oil or other lubricant. Lower foot to minimum depth of cut on thin sheets to achieve smoother cut



Concrete or cinder block is also cut with abrasive disc. Block can be scored on both sides to assure cleaner break



The abrasive flex cut-off wheel also makes short work of concrete septic tank pipe. Diamond grit is recommended for hard concrete, using water feed attachment to keep down dust

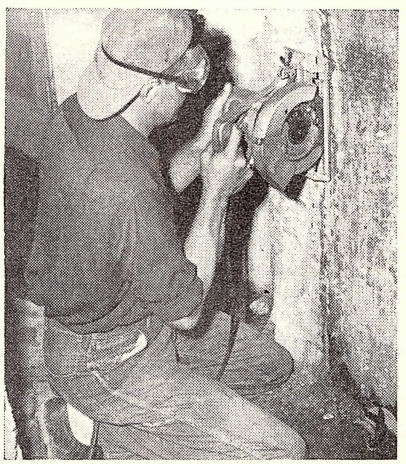


Celotex or similar wallboard or sheathing products are cut best with a fine tooth blade. Carbide tipped blade should be used on asphalt coated material. Support firmly while cutting

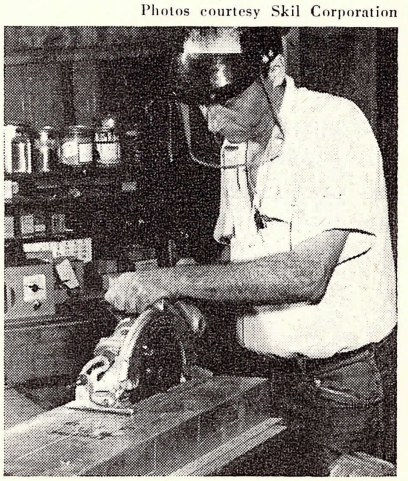


Flex wheel or cut-off wheel is used to cut metal pipe for perimeter radiator. Flex wheel is recommended for continuous cutting; cut-off wheel for occasional work

Photos courtesy Skil Corporation



The saw can be used to cut openings in concrete walls by scoring walls to maximum depth along dimension lines and then breaking concrete between cuts. Diamond grit blade is used on hard concrete with water feed attachment. Flex or cut-off wheel is suitable for soft concrete



Steel can be cut with an abrasive flex wheel or a friction blade. Builder can use flex wheel on all material with good results. Use friction blade on steel up to 16 gauge and abrasive disc for heavier gauges or sections

(*Continued on page* 120)

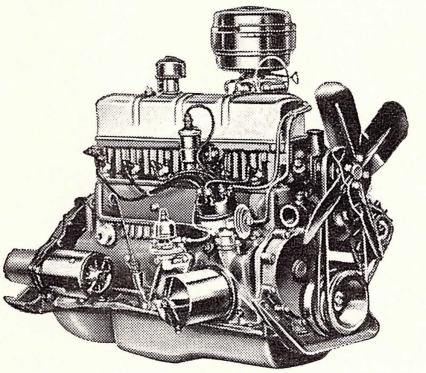
ANOTHER WAY YOU SAVE WITH FORD *TRIPLE* ECONOMY



New Ford F-100 Pickup has gas-saving power, driver-saving ease and money-saving capacity to get your hauling jobs done fast.

Only Ford Trucks for '54 give you so much power from so little gas!

New 115-h.p. *Cost Clipper* Six develops more power with as much as 22 cu. in. less displacement than other engines in its class. Smaller displacement usually means lower gas consumption!



New LOW-FRICTION, High-Compression *Cost Clipper* Six gives you more *usable* power from its 115 h.p. without boosting fuel costs. New Deep-Block design gives smoother operation, increases engine life.

FOR GAS-SAVING POWER you can't beat Ford. And only Ford, in the ½-ton field, gives you a choice of *modern*, *short-stroke* engines—V-8 or Six. The *Cost Clipper* Six has more power per cubic inch displacement than any other standard six-cylinder engine in this class! The all-new 130-h.p. *Power King* V-8 is one of the most powerful engines in Pickups!

How is this done? Two examples: short piston stroke enables the Ford Pickup to go as much as 47% farther than other makes on the same amount of piston travel . . . cuts engine wear and friction "power waste" . . . saves gas; high turbulence combustion chambers allow more complete combustion, for more power.

For full facts, see your Ford Dealer *today!* Or write: Ford Division, Ford Motor Co., Dept. T-23, Box 658, Dearborn, Michigan.

SAVE WITH *ALL THREE!*

1. Gas-Saving Power! **2.** Driver-Saving Ease!
3. Money-Saving Capacities!
And . . . Ford Trucks last longer, too!

FORD *TRIPLE ECONOMY* **TRUCKS**

MORE TRUCK FOR YOUR MONEY!



Keep Unpaved Streets
Parking Areas
Driveways
Playgrounds
Tennis Courts

. . . and any other Earth, Gravel, Unpaved Surfaces

CLEAN, SMOOTH and DUSTLESS

SOLVAY Calcium Chloride is the inexpensive, efficient way to eliminate dust. This clean, odorless, economical material keeps all unpaved surfaces and adjoining areas healthful and free of germ-bearing dust.

SOLVAY Calcium Chloride is easy to use—requires no special equipment or knowledge. It can be applied quickly and easily. —No experience or expensive equipment is necessary.

Send for FREE BOOK

This highly informative book "END DUST" gives complete details on methods of application, quantities required, etc. It contains photos, illustrations, charts, and easy-to-follow, step-by-step instructions on how to end your dust problems.

DEALERS!

If you are not now handling SOLVAY Calcium Chloride, write for details, prices, advertising and promotion material.

GET THE FACTS—MAIL COUPON NOW!

Allied Chemical

SOLVAY PROCESS DIVISION
Allied Chemical & Dye Corporation
61 Broadway, New York 6, N.Y.

Please send me at no obligation your FREE BOOK, *END DUST* with SOLVAY Calcium Chloride.

Name .....
Company .....
Position .....
Address .....
City ..... Zone .... State 34-7

technical guide

for builders and craftsmen



Clay tile pipe can be cut to size with little effort, using flex cut-off wheel. Diamond grit is best for hard tile and fire brick

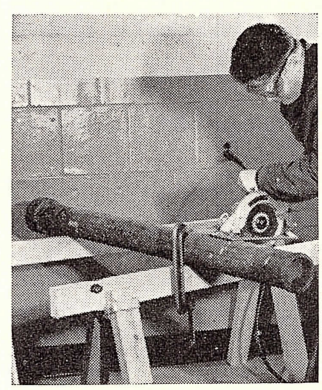


In cutting sheet steel, a friction blade is recommended on material up to 16 gauge. Abrasive flex wheel is best suited for heavier gauges or sections

(*Continued from page* 116)

sert reinforces the arbor hole to eliminate breakage.

The builder whose special cutting, other than wood, will be in small amounts and more or less infrequent, can perform these special cutting chores with a steel alloy blade, or with one or both of the abrasive cut-off wheels. If he anticipates quantity cutting of one or several materials and expects professional results from the standpoint of economy, speed and performance, he can refer to the table of cutting instructions which appear on pages 122 and 124.

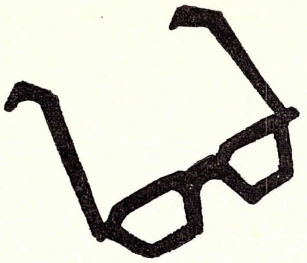


Cast iron soil pipe is cut with abrasive flex wheel. Saw is fed slowly but firmly into cut, turning pipe as necessary

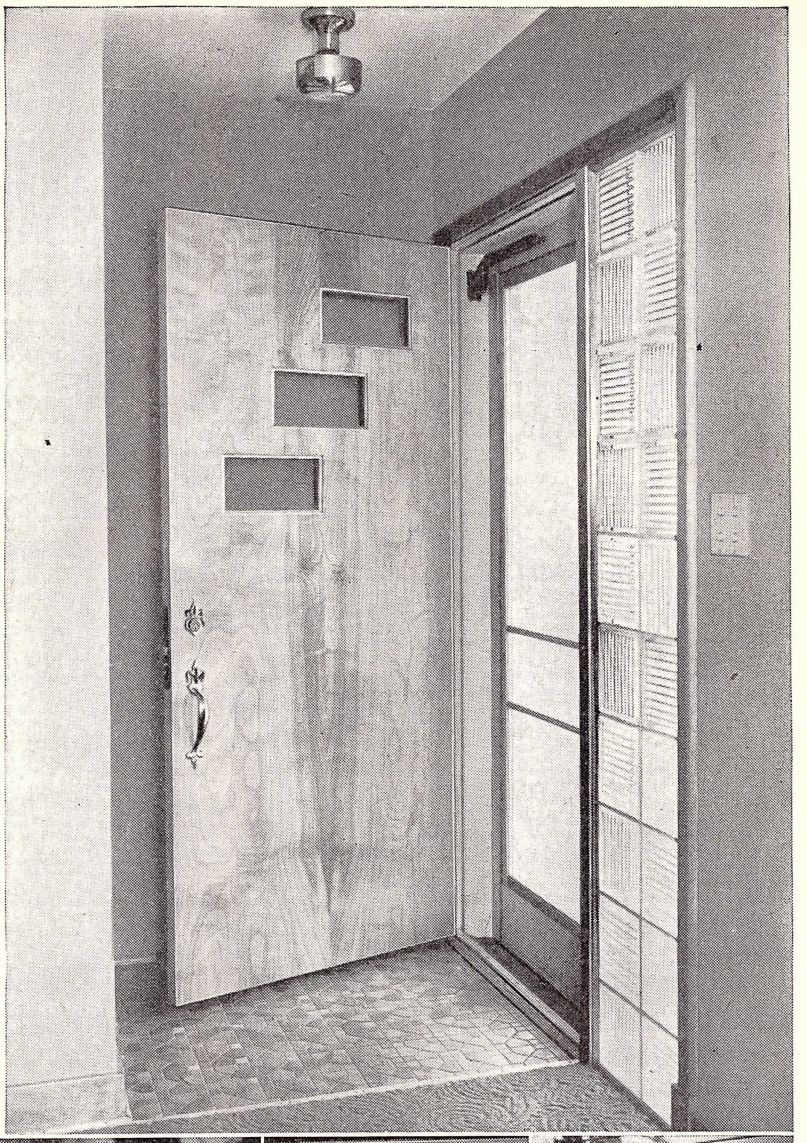


Flagstone for stair treads or other uses is cut with flex or cut-off wheel, or diamond grit blade, the latter being used on hard material. Provide ample support for the stone near the cut

(*Continued on page* 122)



What can't you see about these doors?

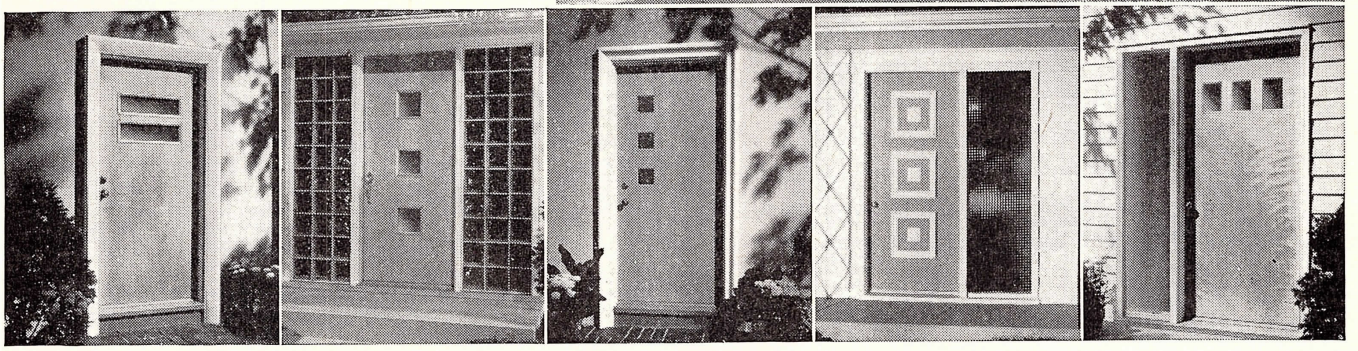


Under the beautifully matched face panels of these Curtis entrance doors . . . under the smart modern styling . . . is the most important feature of all.

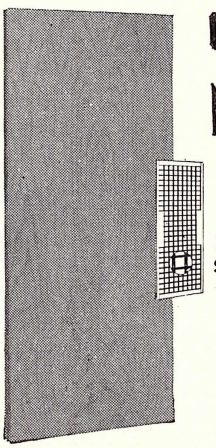
It's the fully patented, locked-in, all-wood New Londoner core, so precisely made that it is held to a tolerance of 1.5/1000 inch. That's why these doors will never get out of shape—never sag—and stay *flat* throughout a "house-time."

Lasting beauty and lasting satisfaction are the reasons why more than 4,000,000 Curtis New Londoner hollow-core flush doors are helping to preserve values in homes throughout America. Made in birch, maple, oak and other woods.

The Curtis New Londoner doors and Curtis entrances shown here are available as complete units—door and frame—ready to install. Sold through leading lumber dealers everywhere.



Completely sealed against moisture, Curtis New Londoner doors are built to stay flat in any climate. Curtis also makes American solid-core flush doors to provide highest quality wherever this type of door is desired. These doors are available in wide widths for schools, hospitals and public buildings.



CURTIS 1865

NEW LONDONER HOLLOW-CORE FLUSH DOORS

For complete information, see "Curtis New Londoner" section in Sweet's Architectural Catalog—or mail the coupon.

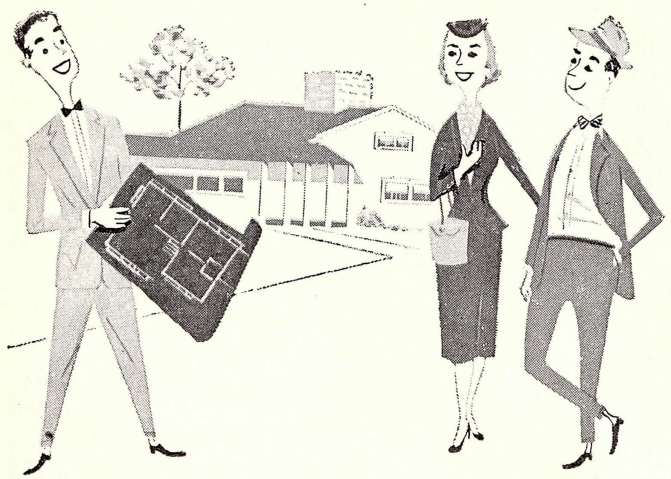
Curtis Companies Service Bureau AB-7-54
200 Curtis Building
Clinton, Iowa

I want to know more about Curtis New Londoner and Curtis American flush doors. Please send literature.

Name.....

Address.....

City.....*State*.....



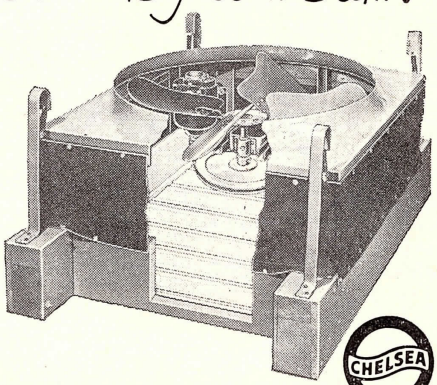
CHELSEA ATTIC FANS

...Help You Profit by the "Trend Toward Comfort"

. . . Built-in air cooling is the low cost 'extra' that adds tremendous sales appeal to new homes . . . You can quickly and easily install a Chelsea Attic Fan in either ceiling or attic wall—everything needed to do the complete installation is included in one package . . . Chelsea Attic Fans, approved for FHA financing, can also be included in your home modernizing contracts for extra profits . . . Models are available to efficiently cool homes of any size while Chelsea's Underwriters Approval, Certified Ratings and 5 year guarantee protect you.

Low in Cost...Easy to Install!

Chelsea's patented spring mounting insures quiet, vibrationless service . . . Gives complete customer satisfaction



Certified Ratings

CHELSEA FAN & BLOWER CO., INC.

PLAINFIELD • NEW JERSEY

MANUFACTURERS OF INDUSTRIAL & HOME VENTILATING EQUIPMENT

technical guide

for builders and craftsmen

(*Continued from page* 120)

Cutting Instructions for Various Materials

WOOD

Type of Cut	Type of Blade	Comments
Ripping or rough cutting	Rip or combination	Keep blades sharp. On resinous or wet woods put extra set in teeth
Cross cut	Combination or cross cut	Cross cut blade for smooth cut on hardwood. Combination blade for rough cut
Finishing or mitring	Mitre or fine tooth	Mitre blade for trim; fine tooth blade for thin veneer or small moulding. Feed slowly
Plywood	Fine tooth, mitre, cross cut or carbide tipped	Fine tooth blade for ¼ inch or thinner panels; mitre blade for thicker sheets or stack cutting. Carbide tipped blade on hard-bonded exterior plywood. Lower foot to minimum depth of cut on thin sheets for smoother cut. Cut with face side down to prevent chipping surface.

FERROUS MATERIALS

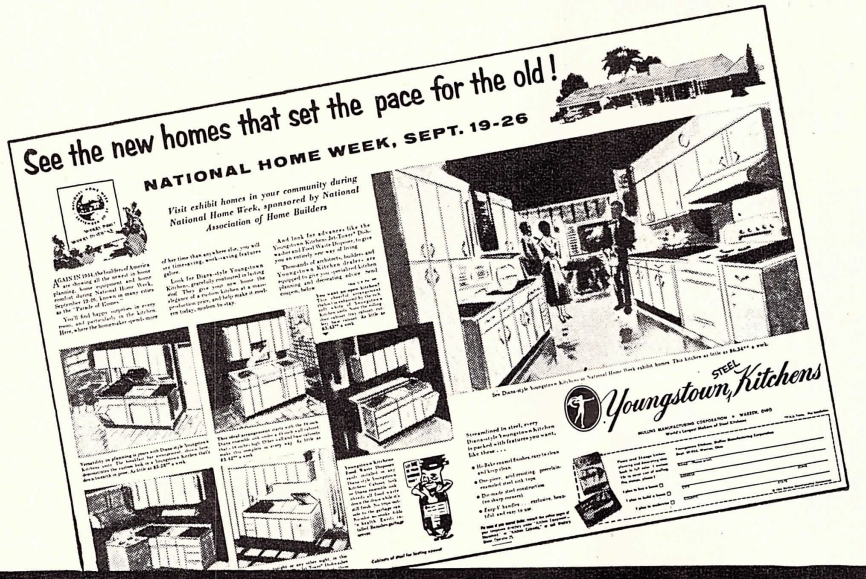
Material	Blade	Comments
Cast iron, cast soil pipe	Flex or cut-off wheel	Flex wheel for continuous cutting; cut-off wheel for occasional work
Sheet steel	Friction blade or flex wheel	Friction blade up to 16 gauge; flex wheel for heavier gauges or sections
Stainless steel	Friction blade or flex wheel	Friction blade up to 16 gauge; flex wheel for heavier gauges or sections
Aluminum and Magnesium	Metal slitting, mitre or cut-off blade	Metal slitting for light gauge; mitre or cut-off blade for infrequent cutting; use lubricant; lower to minimum depth of cut on thin sheets for smooth cut
Brass, copper	Metal slitting or flex cut-off wheel	Flex wheel for hard alloys or thick sections. Slow speed for copper ½ inch or thicker. Use lubricant to cool blade and prevent clogging teeth. Large saw with undersized blade will minimize load
Lead	Flooring blade	Use lubricant; large saw and undersized blade minimize load

ASBESTOS AND GYPSUM PRODUCTS

Material	Blade	Comments
Cemesto, Transite, etc.	Carbide tipped, Diamond grit or flex cut-off wheel	Carbide tipped for production; diamond grit for extremely hard materials; flex wheel for occasional work; water attachment must be used with diamond grit; can be used with others to keep down dust and cuttings

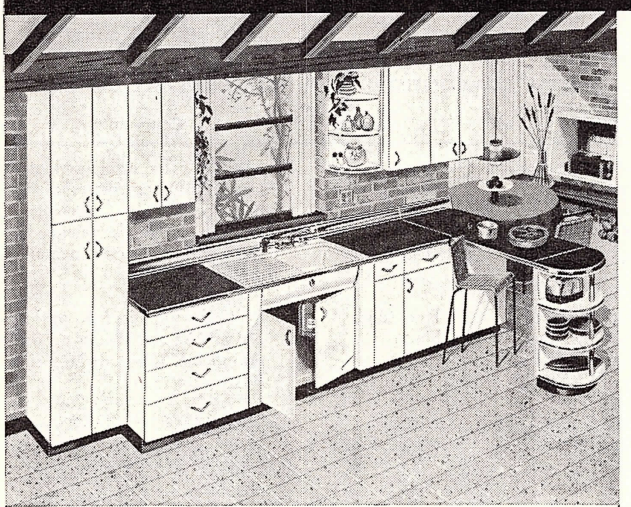
(*Continued on page* 124)

IT'S NOT TOO LATE — — BUT HURRY!



Capitalize on the millions of impressions that will be made by this 4-color ad, in leading national magazines in September. Include Youngstown Kitchens in your exhibit homes!

NATIONAL HOME WEEK, Sept. 19-26



National Home Week offers builders the greatest single opportunity to promote home ownership in America. Don't miss it!

Be sure your exhibit-home kitchens pass this simple test. These are the kitchen features most wanted by home buyers.

☐ **Is your kitchen long-lasting steel?**
All-steel construction of Youngstown Kitchens means years of dependable service . . . keeps homes modern for years to come.

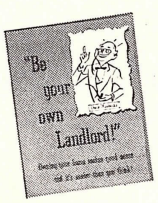
☐ **Does it include exclusive features?**
Diana-style Youngstown Kitchens offer more features than ever before in any given space.

☐ **Is it easily installed?**
Youngstown Kitchens go in fast and easy.

☐ **How about delivery?**
Youngstown Kitchens are warehoused nearby, wherever you are. Delivery—double quick!

For job-timed delivery of Youngstown Kitchens . . . or in time for National Home Week . . . contact your nearby Youngstown Kitchens distributor. Or write: *Dept. AB-754, Builder Sales Department, Mullins Manufacturing Corporation, Warren, Ohio.*

Sell home ownership, and you sell homes!



"Be Your Own Landlord." Powerful 24-page book, specially prepared by Youngstown Kitchens. Sells prospects on home ownership . . . makes sales easier for you.



"Adventures in Kitchen Decorating." Full-color 24-page book. How to decorate kitchens with a flair for the original. See your Youngstown Kitchens distributor for copies of these great books.

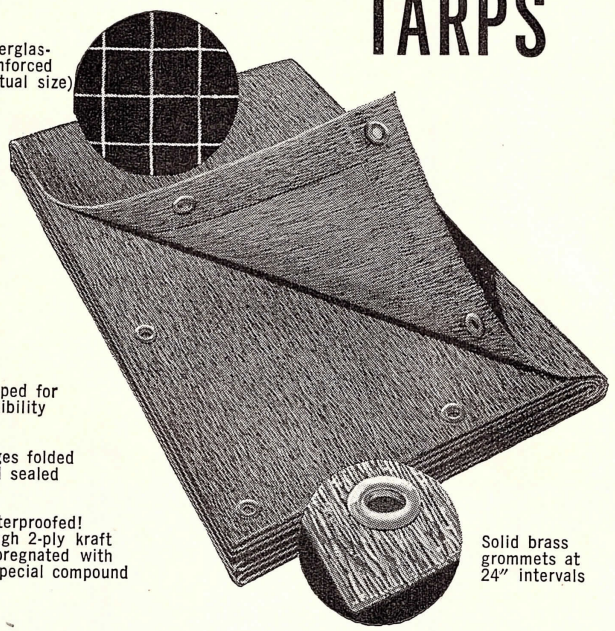
Cabinets of Steel for lasting appeal

DIANA-STYLE

STEEL Youngstown Kitchens®

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
World's Largest Makers of Steel Kitchens

New BROWNSKIN Fiberglas-Reinforced TARPS

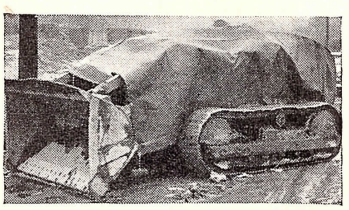


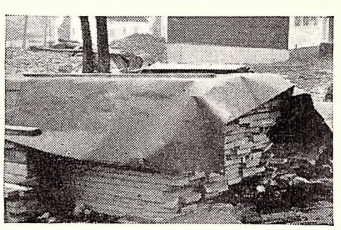
at ½ the price you'd expect!

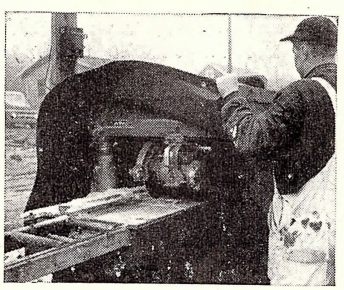
New . . . low cost BROWNSKIN tarpaulins with Fiberglas reinforcing for strength. They can be used over and over again wherever outdoor protection of materials and equipment is required. There's nothing on the market like these rugged BROWNSKIN Tarps . . . and at *half the price you'd expect.*

Sizes 8 x 10, 10 x 12, 12 x 16, 15 x 20. Also these widths in lengths up to 75 feet.

Send postal now for name of your BROWNSKIN Tarp dealer.


As foul-weather protection for equipment.


For protecting materials at low cost.


As waterproof shrouds over power tools.

ANGIER CORPORATION
Framingham 24, Mass.

Angier

Angier Quality Building and Construction Papers · Copperskin Vaporseal Brownskin · Lumaskin · RFD Brownskin · Glass-mat

technical guide

for builders and craftsmen

ASBESTOS AND GYPSUM PRODUCTS, cont'd.

Material	Blade	Comments
Plaster board, Gypsum plank, Kaylo, etc.	Carbide tipped, cut-off or flex wheel	Carbide tipped for production; cut-off or flex wheel on metal bound or wire-reinforced board only

MASONRY, TILE, CONCRETE

Material	Blade	Comments
Marble, slate, stone	Flex, cut-off or diamond grit	Diamond grit for hard materials (hard tile for firebrick). Feed slowly. Usually successive scoring is best. Support brittle stone (slate) at cut. Water feed attachment with diamond grit
Tile, brick	Flex, cut-off or diamond grit	Diamond grit for hard materials (hard tile for firebrick). Feed slowly. Usually successive scoring is best. Support brittle stone (slate) at cut. Water feed attachment with diamond grit
Concrete	Flex, cut-off or diamond grit	Diamond grit on hard concrete; flex wheel for reinforced concrete. Water attachment with diamond grit

SPECIAL COMPOSITIONS, LAMINATIONS, WALL BOARDS

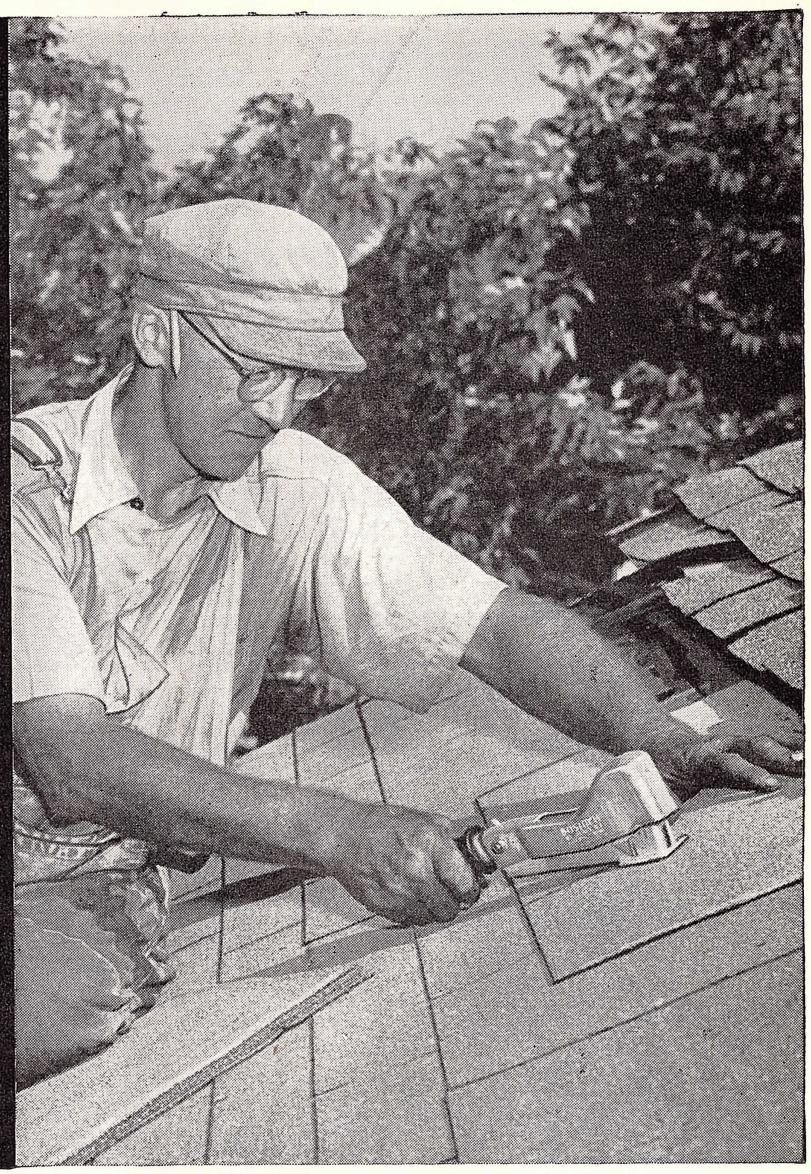
Material	Blade	Comments
Metal and wood laminations, metal-wood, etc.	Metal slitting blade	393 blade for steel laminated wood; 9814 for zinc or aluminum laminated. (Cross cut or flooring blade sufficient for short cuts.) Cut with face side down
Celotex wall board, Upson, etc.	Fine tooth blade	Carbide tipped for asphalt coated board. Support well during cut. Cut with face side down
Aggregate Coated Board, Insulbrick, etc.	Carbide tipped blade	Wipe blade occasionally with kerosene to remove asphalt buildup. Cut with face side down
Fiberglas, Laminates, Corrulux, etc.	Flex or cut-off wheel	Use water feed attachment to keep dust down. Lower foot to minimum depth of cut on thin sheets for smoother cut
Formica, Micarta, Consoweld, etc.	Carbide tipped or metal slitting blade	Carbide tipped for production; cut face side down. Fine tooth blade minimizes chipping where cut must be made face up

What Are *You* Going to Build in 1979?

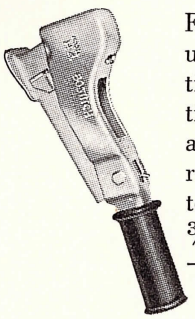
Find out from the August *American Builder*. It will cover 100 Years of American Shelter, from 1879 to 1979, in Flashback and *Forecast* . . . featuring touches of the sentimental past, *plus* the keenest analysis ever written of the next 25 years of light construction. The August *American Builder* will be a collector's item that you will want to keep and use for years to come. Renew your subscription *today!*

CUT COSTS!

STAPLES BEAT NAILS 3 TO 1

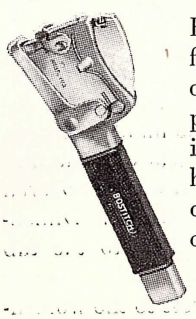


Bostitch H4 Stapling Hammer



Fasten asphalt shingles to new roofs. Fasten underflooring, latticework, etc.—three times faster than hammer and nails. Less tiring. One-hand, one-blow operation usually cuts over-all costs about a third. Longer reach cuts down on scaffolding needs. 50 telling blows without reloading. Heavy, ¾" galvanized staples diverge inside wood—give extra holding power.

Bostitch H2B Stapling Hammer



For lighter work—installing batt and reflective insulation, attaching metal lath and cornerite, holding underfelt and sheathing paper and countless other high-speed tacking and light-nailing jobs. Less tiring. One-hand, one-blow operation cuts over-all costs 20-30%. Staple lengths: ¼", ⅜", or ½".

Fasten it better and faster with

BOSTITCH®
STAPLERS AND STAPLES

SEND NOW

BOSTITCH, 827 Mechanic St., Westerly, R. I.

Yes, I would like the detailed bulletin and prices on Bostitch stapling hammers.

*Name*_____

*Address*_____

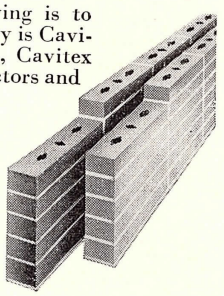
*City*_____ *Zone*_____

*State*_____

To Build Modern . . . without Price Penalty . . . Build of Cavitex

Among today's home builders the swing is to masonry. And the ultra-modern masonry is Cavitex. With eye-appeal and price appeal, Cavitex has unusual interest for building contractors and owners alert to modern trends.



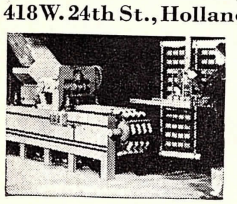


CAVITEX

Cavitex is new—in size, proportion, design and color range. Cored-out design provides insulation values and saves weight. Easily the most practicable unit for cavity-type wall construction. Ideal also, as veneer over frame, or as facing over 4" concrete block. Available in pastel tones for exposed masonry interior walls.

Expensive? Just the reverse! Material for material, Cavitex costs less than frame. This low price made possible by manufacturing economies. Local plants convert local raw materials into units for local builders. Usual high costs of freight and distribution are practically eliminated. Write today for 4-color brochure and name of nearest local production plant.

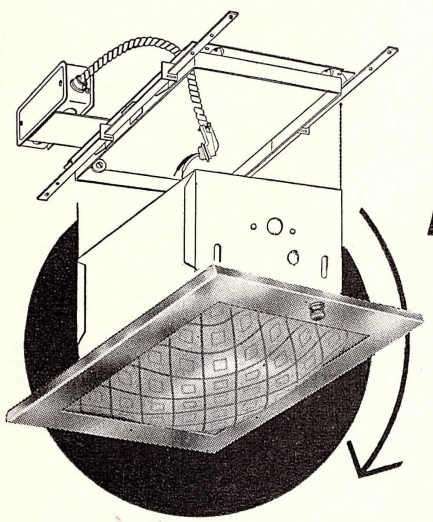
W. E. Dunn Mfg. Co.
418 W. 24th St., Holland, Mich.



Local Manufacturing Opportunity

Many choice locations are open for the local manufacturing of Cavitex. Excellent opportunity for building contractors. Each plant operates under franchise in protected territories. Cavitex machine available on lease or sale. If interested, ask for important book "Opportunity Unlimited."

X-1



install it faster easier...

ATLITE'S NEW PRE-WIRED ASSEMBLY

Drive four nails . . . turn the screws! It's up—without framing out or boxing out.

More Money and Time Saving Features . . .

Pull "R", "T" or "TW" wire directly into J-box.
No asbestos or slow burning wire required
No additional pull boxes needed
J-box always accessible

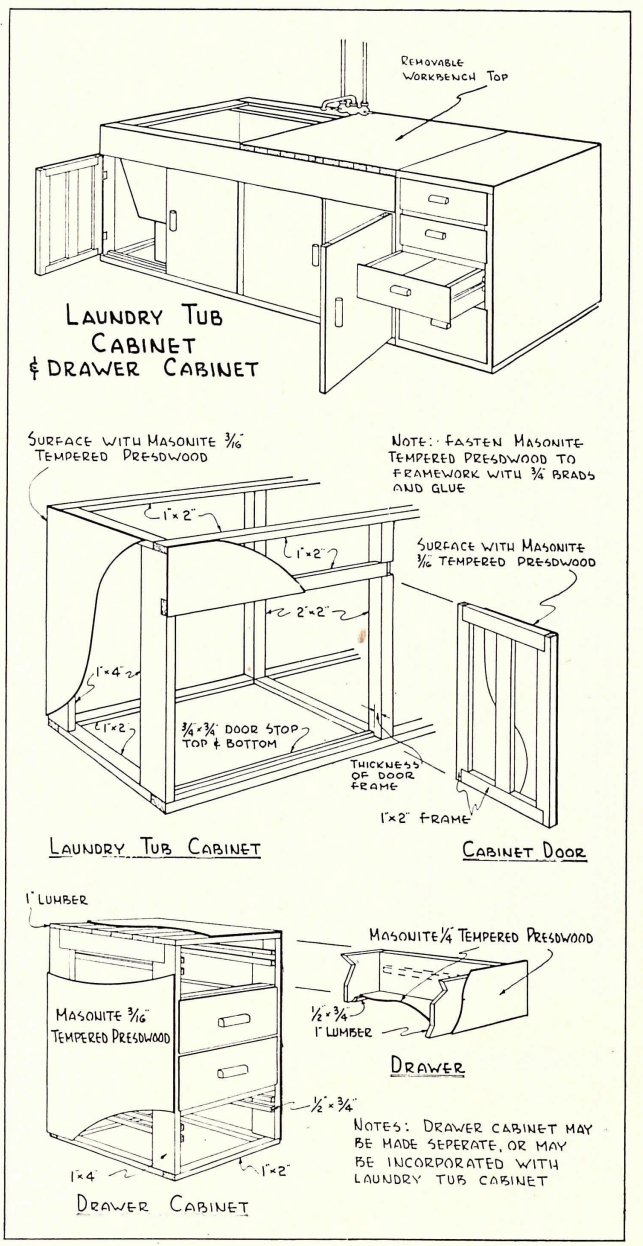
NOW! *ATLITE'S pre-wired assembly is available for 60 watt fixtures as well as for 100, 150, 200-300 watts.*

ORDER FROM YOUR JOBBER—or WRITE FOR LITERATURE and COMPETITIVE PRICE LIST.

Atlite LIGHTING EQUIPMENT

ATLAS ELECTRIC PRODUCTS CO.
319 Ten Eyck Street, Brooklyn 6, New York

how to make enclosure



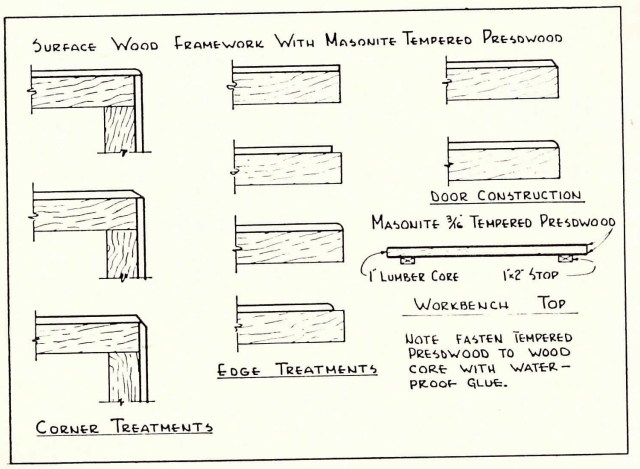
Even with automatic washers, the majority of housewives still want double laundry tubs because of their convenience beyond washday functions. However, laundry tubs are an eyesore whether they appear in a new home or an old one. Home owners generally would appreciate having a cabinet enclosure, particularly if a drawer cabinet for storing laundry supplies is constructed in connection with it.

Illustrated here is a plan for building a laundry tub cabinet and an adjacent cabinet of drawers which may be free-standing or incorporated with the main structure.

Essentialy, the primary cabinet consists of a lumber framework, of sizes as shown in the drawings, covered with Masonite 3/16-inch Tempered Presdwood. Dimensions of the structure will vary according to the tub installation.

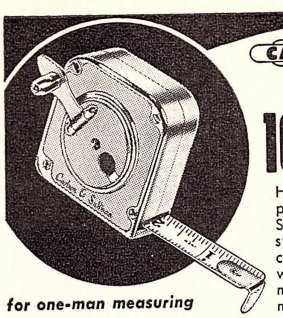
A feature that will be of special interest to the women-

for laundry tubs



folks is the removable workbench top, which is made by fastening a piece of the Tempered Presdwood to a wood core with waterproof glue. This working surface may be used for sorting laundry and miscellaneous tasks, even including home workshop projects.

Waterproof glue and ¾-inch brads are used for attaching the paneling to the cabinet framework.



CARLSON

Super Chief

16 FEET LONG—¾" Wide White Blade

Here's big news—in a compact, *pocket-size* package. The all-new Carlson SUPER-CHIEF Steel Tape Rule has 16 *feet* of wider, more rigid steel blade—designed into a pocket-fitting 2½" case that weighs only 6¾ oz. Best of all . . . with the SUPER CHIEF, you alone can now make accurate extended vertical and horizontal measurements quicker . . . *easier.*

for one-man measuring

Handy Re-wind Crank moves 16 ft. blade smoothly in and out of case, without backlash.

Quick Blade-Change—

Do-It-Alone—and do it better—with a Carlson SUPER CHIEF See it at your Hardware Dealer!

Easy-to-Read—jet black numerals on snow-white blade won't surface crack or peel.

Patented Swing-Tip

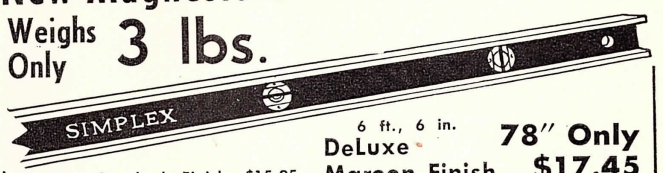
Carlson & Sullivan, Inc.

MONROVIA, CALIFORNIA

Produced under Patents #2089209, #2510939, #2629180 & Pat. Pend.

New Magnesium SIMPLEX LEVEL

Weighs Only 3 lbs.



6 ft., 6 in. DeLuxe Maroon Finish 78" Only $17.45

Standard Finish—$15.95

Set door jambs, window frames, long spans, use as straight edge or where shorter level is inadequate. Extruded magnesium I-Beam construction. Pyrex vials for extra toughness.

NO FACTORY REPAIRS NEEDED—In rare case of breakage, spirit tube and holder (50¢) replaced quickly with screwdriver.

SAVE THE DIFFERENCE

Buy direct from manufacturer

72" Std. finish $15.45

Other lengths—all finished in beautiful maroon lacquer—available for immediate delivery.

72"	$16.95
60"	14.95
48"	11.95
42"	10.50
28"	6.50

We pay shipping when orders include M. O. or check. Also sent C. O. D.

SIMPLEX LEVEL CO., INC.

P. O. Box 329-AM, Jackson, Michigan

IVES

BUILDERS' HARDWARE

Weather-Tite SASH LOCK



Does Everything!

- Stops wind — drafts
- Draws meeting rails tightly together
- Locks sash securely



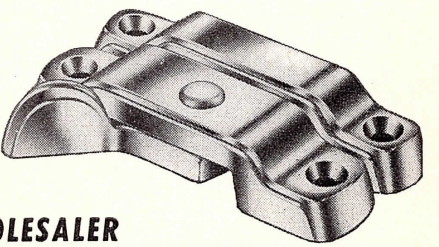
Has Everything!

- Beauty of design
- Low smooth silhouette
- Complements today's architectural styling
- Ease of positive operation

An Exclusive!

Unique design of strike makes it necessary to completely unlock IVES Weather-Tite before window can be opened. No projecting parts to gouge and damage upper sash!

Made in Cast Brass — Bronze — Permanent Molded Aluminum



ORDER from Your WHOLESALER

THE H. B. IVES COMPANY . . NEW HAVEN, CONN.

ask the EXPERTS about

- Planning
- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment

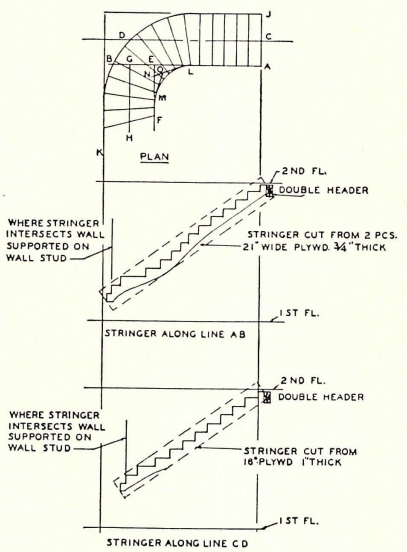
how to construct a circular stair

I am enclosing a plan of a circular stairway that we have to build in a large residence. I would appreciate any information you could give on construction details and a method of building this stair.

D. R., Galt, Ontario

Firms that specialize in building interior stairs of wood construction can provide circular stringers for the type of stair which would extend from *A* to *F (see plan of stairs shown)* and *C* to *H*. This type of stringer, however, could not be made on the job. It is made up of laminated pieces curved in the shop.

A method is suggested here that could be done on the job. Stringers running from double headers at the second floor to the wall studs along the stairway are shown. These stringers could be cut from plywood since it would be difficult to get lumber of sufficient width. These stringers are shown along lines *A-B* and *C-D* in the plan. Since short stringers *E-F* and *G-H* frame into *A-B* at *G* and *E*, the stringer *A-B* is doubled. Short stringers *E-F* and *G-H* frame from stringer *A-B* to the first floor. Along the wall, *JDBK*, framing for stairs



is tied on to the wall studs. The curve *L-M* is framed by short pieces *L-N* and *O-M*.

K. Roderick O'Neal, A.I.A.

the sound and the source

Sound rebounds and travels all over a 6-room doctor's clinic here. The floors are of asphalt tile, walls and ceiling are of Rocklath and plaster; doors are hollow-core, birch. Most of the sound seems to go through the doors.

I have weatherstripped the doors, put acoustical tile on the ceilings, helping some but not enough. What can be done to remedy this?

L. S., Pardeeville, Wis.

The appraisal of a sound transmission problem is rather simple. Set up a sound source of constant volume in the room such as an alarm clock, a buzzer, or a person talking in a monotone. Let the observer listen outside the room with his ear two or three inches from the wall. The observer should move along listening carefully at the middle of the wall, top of the wall near the ceiling, bottom of the wall near the floor, center of the door, side edges of the door, top and bottom edges of the door. The observer can then tell where the sound leakage occurs.

If the sound is coming through the partition itself, there is not much to be done unless you will go into a major alteration. Usually the ability of a partition to resist sound transmission is approximately in proportion to the weight or mass of the materials used. Of course, if the plaster does not go to the floor or to the ceiling, the leakage can occur regardless of the efficiency of the basic partition.

For further details, get the National Bureau of Standards brochure BMS-17 available through the Department of Commerce, Washington, D. C. at 20 cents per copy. This will give you a comparison of the efficiencies of various types of partitions from the sound transmission standpoint.

Johns-Manville Corp.

GOT a problem you haven't solved? Can't solve? Haven't the time to solve? Have you solved a problem with an answer you aren't sure of? Are you doing some particular job—big or little—in a way that you think might be improved?

Then "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Address your questions to: "Ask The Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill.

As many questions and answers as space permits will be published monthly in *American Builder*, under the head—"Ask The Experts."

Builders switching to Upson All Weather Sheathing make



4 Big Savings

Everything about Upson All Weather Sheathing reinforces this main point: you save, and save plenty! Here's what we mean.

1 Upson All Weather Sheathing costs less to buy, yet offers highest quality. Check price lists. Compare. You'll discover Upson All Weather Sheathing does a better job at less cost.

2 Super strong. Made from 6 plies of true-individual wood fibers, laminated and scientifically welded together. Eliminates costly corner bracing. In fact, Upson All Weather Sheathing meets and *exceeds* requirements of FHA Technical Circular No. 12. Also accepted by the Veterans Administration.

3 Slashes application costs two ways.
First, king sizes cover large areas with a single panel section. Now two men can sheathe a house as quickly as four men.

Second, exclusive Upson **CuraSeal** process waterproofs thru entire thickness, permits continuous work, even in rain or snow. Absolutely safe to store outdoors.

4 Ten different sizes mean material wastage pared to almost nothing. Now one or two panels cover an entire wall area. Moreover, you can buy sheathing to fit your job.

Standard sizes: 2 x 8, 4 x 8, 9, 10, 12.

King sizes: 8 x 12, 14, 16, 18, and 20.

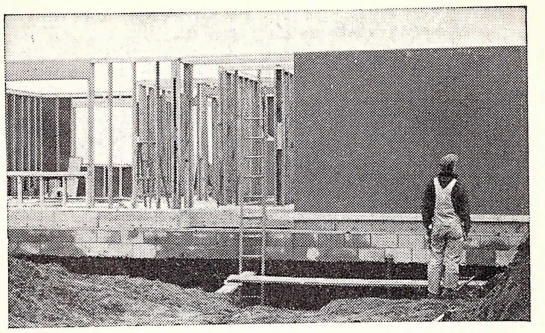
More. Upson cuts soffits to size. Think what this means. No cutting on the job. No waste. Save time. Cut costs.

Try amazing Upson All Weather Sheathing on your very next job.

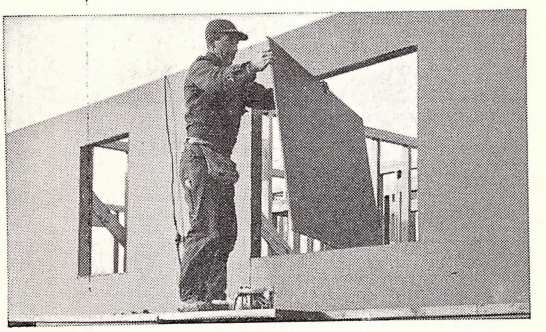
For full FREE details, *mail coupon today!*

UPSON | *All Weather* | SHEATHING

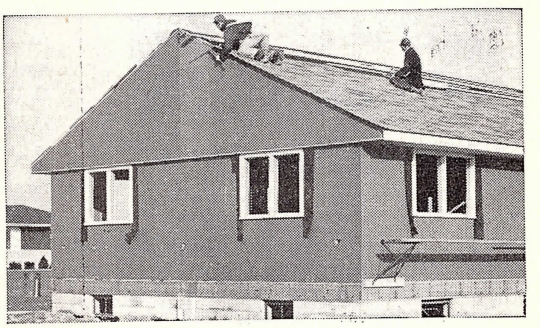
PROVEN QUALITY YOU CAN TRUST



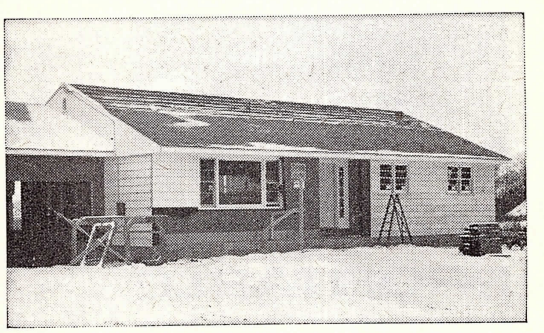
Upson All Weather Sheathing is super strong, adds tremendous bracing strength. Save, eliminates costly corner bracing.



Only Upson offers king size sections. Work time cut 50%. Windows cut out after application, pieces used in gables.



There's virtually no waste with Upson All Weather Sheathing. Small pieces from window cut-outs used to finish gable.



Apply building paper then siding. No waiting for good weather. Try Upson All Weather Sheathing on your next job.

UPSON

THE UPSON COMPANY
117 Upson Point, Lockport, New York

Please rush me FREE Folder and Application Instruction Sheet on Upson All Weather Sheathing.

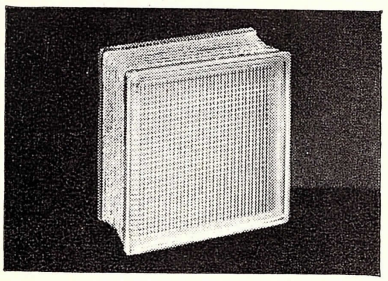
NAME_____

COMPANY_____

STREET_____

CITY_____ STATE_____

OWENS-ILLINOIS GLASS BLOCK*



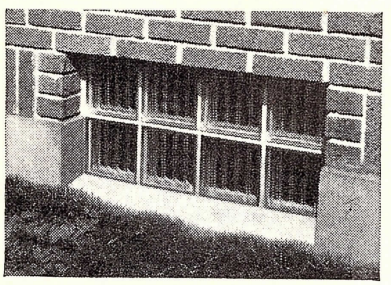
PRACTICAL

Here are two uses of glass block that will appeal to every homeowner... two ways that give your homes visible evidence of quality. Glass Block are easy to handle and easy to install. They can be made to fit any size opening... no frame necessary. They never need to be painted or puttied.



BEAUTIFUL

This attractive panel of Owens-Illinois Glass Block No. 365 allows in plenty of light, keeps out sight. An easy wipe keeps the panel bright and sparkling. A panel keeps the room warmer, too. Glass Block provide better insulation than a window and storm sash.



PROFITABLE

Home applications are practically limitless. Bathroom, basement, kitchen, garage, offer excellent opportunities for the use of Owens-Illinois Glass Block. Let Owens-Illinois Glass Block help you sell your homes faster by adding visible evidence of extra value. For information or help with a specific problem, write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-7, Toledo 1, Ohio.

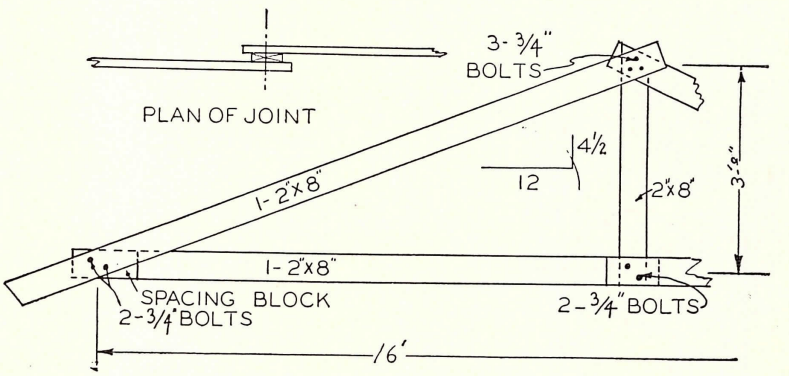
*Formerly known as INSULUX.

OWENS-ILLINOIS

GENERAL OFFICES TOLEDO 1, OHIO

ask the EXPERTS

designing a wood truss



I am planning to build a home using wood trusses, with a shingled roof and either 1x8 V-joint boarding or plaster on the ceiling. I want to construct my trusses 16 feet in length at a 4½ to 12 pitch with 30-inch overhangs. I intend to space them two feet apart and use 2x6s for the rafter part, 2x4s for the joist part and a 1x6 for bracing. Is my thinking sound? How should the truss be designed?

D. R., Roseville, Calif.

The drawing shown illustrates the solution to your problem. Note that the 2x8s are used to construct the truss. The truss shown is designed for placement 18 inches on center. If you plan to place this truss two feet (or 24 inches) on center, increase all members to 2x10 inches and increase the number of bolts per joint by one.

Wilbur Tuggle,
Structural Engineer

A question about cork

I need about 1,400 square feet of roll cork which is, I believe, manufactured in 3-foot and 6-foot widths and about 75 feet in length. Where can I purchase the above material?

A. S. Z., Clarion, Pa.

The roll cork to which you refer is what is termed "bulletin board cork." Bulletin board cork composition is available in 6-foot and 4-foot widths. However, ⅛-inch material is available in the 4-foot width only, while the ¼-inch material is available in both the 4-foot and 6-foot widths. A 4-foot wide roll will contain 28 to 37 square yards per roll while a 6-foot wide roll will contain 43 to 56 square yards per roll. Bulletin board cork is available in two colors—desert tan and willow green. You can purchase this material through a local distributor of bulletin board cork in your area.

Armstrong Cork Company

condensation, strength, and the use of clay tile

I plan to build six one-story efficiency apartments. I intend to utilize used 6x12x12 hollow-core striated tile.

Are these tile of sufficient strength to support a flat or hip roof which may have to bear fairly heavy snowfalls at times?

How can I best control wall sweating? I intend to cement the exterior and plaster the interior. Will this prevent sweating? Should I use furring strips and blanket insulation?

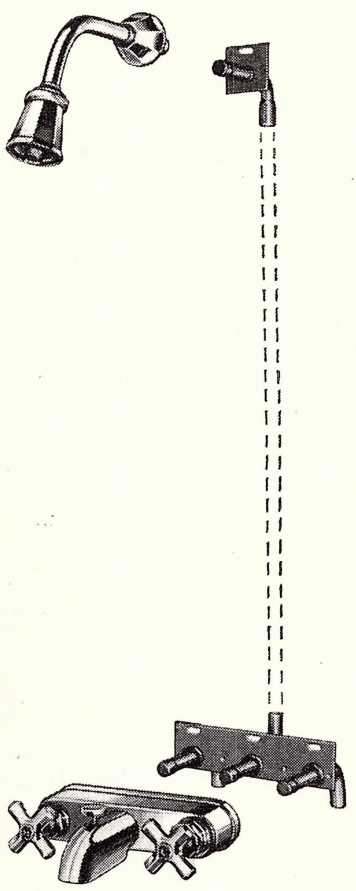
D. C., Girard, Ohio

In answer to your first question, if the 6x12x12 hollow tile meet the requirements for grade LBX, in the American Society for Testing Materials Standard Specification for structural clay load-bearing wall tile C 34-52, they will have sufficient strength to support the roof and ceiling loads in one-story residential

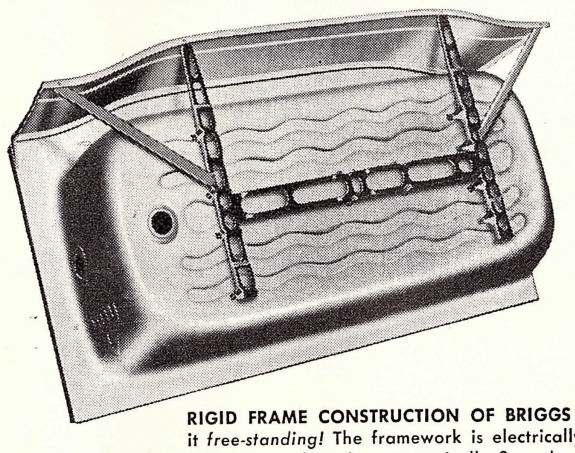
(*Continued on page* 132)

BRIGGS'

engineering features reduce your construction costs —assure customer satisfaction



WALL-SURFACE TUB AND SHOWER FITTING for copper tube, solder-joint use. All parts are engineered for perfect fit—can be soldered together in a jiffy. Designed for fast, efficient installation on finished surface of wall. All working parts readily accessible from the front for easy maintenance. No leaks behind wall. Also available as tub filler only.



RIGID FRAME CONSTRUCTION OF BRIGGS TUB makes it *free-standing!* The framework is electrically welded to 24 spots on the tub—automatically fixes the tub in position, independent of wall support. Installation is *much* faster — considerably easier. Tub support and proper drainage are ensured.

These are just <u>some</u> of the Briggs features engineered to give you quick, trouble-free installations

Briggs plumbing ware products have been engineered to eliminate unnecessary installation time and cost wherever possible.

In addition to the two time-saving features illustrated above, there are several others listed at right. These features—along with the traditional Briggs high quality—assure efficient, trouble-free operation and absolute customer satisfaction.

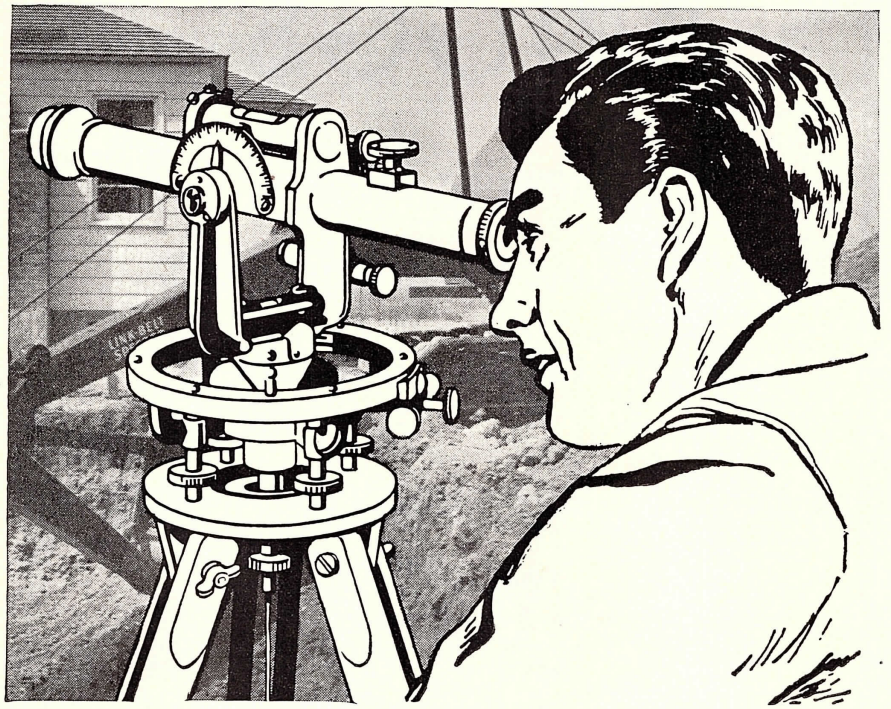
Always specify dependable Briggs Beautyware! You'll find the savings in time and trouble well worth your while. ©1954

- **Jiffy pop-up lavatory drain is installed in 4 simple steps.**
- **Closet combination has only 2 bolts for faster installation.**
- **Unique key-slot design speeds leg and towel bar attachment.**
- **Trip-lever tub drain requires no cutting to fit any regular-sized tub.**

BRIGGS MANUFACTURING COMPANY • DETROIT 26, MICHIGAN BRIGGS

Precision-built for the man behind the gun...

Light construction levels *by White*



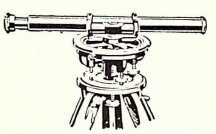
NEVER BEFORE ...such accuracy and dependability at so low a cost

DEVELOPED originally for agricultural use, these levels have been recently improved and are in big demand for a wide variety of light construction operations.

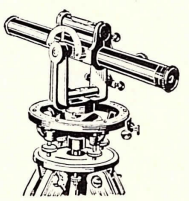
Small, compact and sturdy, these White levels are exceptionally simple in design and construction. And it's this rugged simplicity that makes them extra reliable and trouble-free. For complete details, write for DAVID WHITE Bulletin 1053 and name of nearest dealer. 311 W. Court Street, Milwaukee 12, Wisconsin.

Model 8020 features 10-power telescope, 2½" long graduated spirit level and 4½" diameter circle graduated in degrees and numbered in quadrants (0-90-0), with an index pointer. **Price: $38.00* complete**

Model 8022 convertible — allows leveling and plumbing from same setup. Features 10-power telescope, 2½" graduated spirit level, 2¼" graduated vertical arc and a 4½" diameter horizontal circle. **Price: $74.00* complete**



MODEL 8020
Weighs only 12 lbs. Equipped with plumb bob, polished hardwood case, hinged leg tripod and 8½', 3-section rod divided in feet and inches with metal target.



MODEL 8022
Weighs only 13 lbs. Equipped with plumb bob, finished box, hinged leg tripod and sectional 8½' rod with target.

DAVID WHITE COMPANY

We offer expert REPAIR SERVICE on all makes, all types of instruments

* Prices subject to change without notice.

ask the EXPERTS

(*Continued from page* 130)

construction. Since you evidently plan to stucco the exterior surface, such tile would have to meet the requirements for grade LBX. This tile is considered suitable for the direct application of stucco.

In your second question, you asked how you can best control condensation? We would not recommend that you plaster directly to the interior surface of such a 6-inch tile wall. Not only would such a wall be likely to "sweat" during the colder winter months, but it would also be very difficult to make such construction absolutely watertight. We would, therefore, recommend that you apply furring strips and blanket insulation under the interior finish.

Structural Clay Products Institute

condensation on a concrete floor

I have placed a 45x45 foot cement slab floor to be used as a lobby and dance floor in a hotel. The slab is of waterproofed concrete and there is no seepage. Before a rain storm, however, and when the humidity is high, there is a sheet of water on the floor. How can I eliminate this condensation?

L. E. T., North Hatley, Quebec

The condition you have is due to the excessive heat loss through the concrete which cools the asphalt tile floor below the dew-point temperature of the basement air and, thereby, causes moisture to condense on the surface.

The most economical means of remedying this difficulty is to apply a layer of 45-pound roofing directly over the asphalt floor. Then space sleepers 16 inches on center. They should be at least one inch thick and the space between them should be filled with 1-inch fiber board insulation. Over this apply ¾-inch plywood. Then apply tile or wood flooring as desired.

You may wish to use some other method of construction. However, it is necessary to provide some sort of

(*Continued on page* 134)

"We use the best of everything! Mosaic Clay Tile is in our first house and it will be in our last!"

. . . says Fred J. Wittenberg, President,
Ormond By The Sea, Inc., Ormond Beach, Fla.



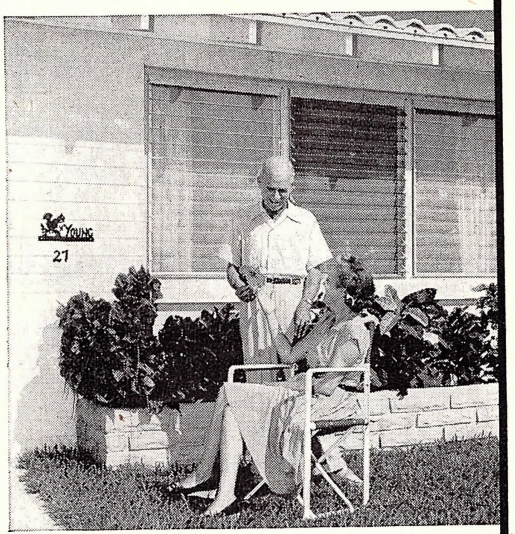
Families from 27 States have made their Florida dreams come true at beautiful Ormond By The Sea! Here, they are purchasing well-built homes at really low cost. For instance, a one-bedroom house including lot costs but $5,250.00, with two-bedroom plans going for $6,950.00. All houses are quality-constructed of materials that need little care and minimum repair over the years. Mosaic Clay Tile is one of these fine materials.

Fred J. Wittenberg and William H. Kinsella plan a colony of 1800 one and two bedroom houses on this beautiful oceanfront site. 320 homes have been completed. Another 175 are under construction. All houses feature Mosaic Clay Tile bathrooms, window sills and food bars.



◀ "I've cleaned and scrubbed since I was knee high," says Mrs. George F. Lamb, formerly of New Jersey. "That's why I'm so pleased with the Mosaic Clay Tile walls, floor and accessories in my bathroom. Just a light wiping does the trick."

"We've never had so enjoyable a home as this," says Mrs. Burton M. Young, pictured here with Mr. Young. "Sunshine, flowers round the calendar, and easy-care Mosaic Clay Tile in bathroom and kitchen." ▶



Ormond By The Sea, Inc., Builders.
McGuirt Tile and Marble,
Tile Contractors.

Whether you build single units or develop large tracts, it will pay you to study the value of Mosaic Clay Tile in your homes. See Mosaic Tile today at your Tile Contractor's Showroom, or at the Mosaic Showroom near you. For helpful Mosaic Tile literature, write The Mosaic Tile Company, Dept. 35-19, Zanesville, Ohio.



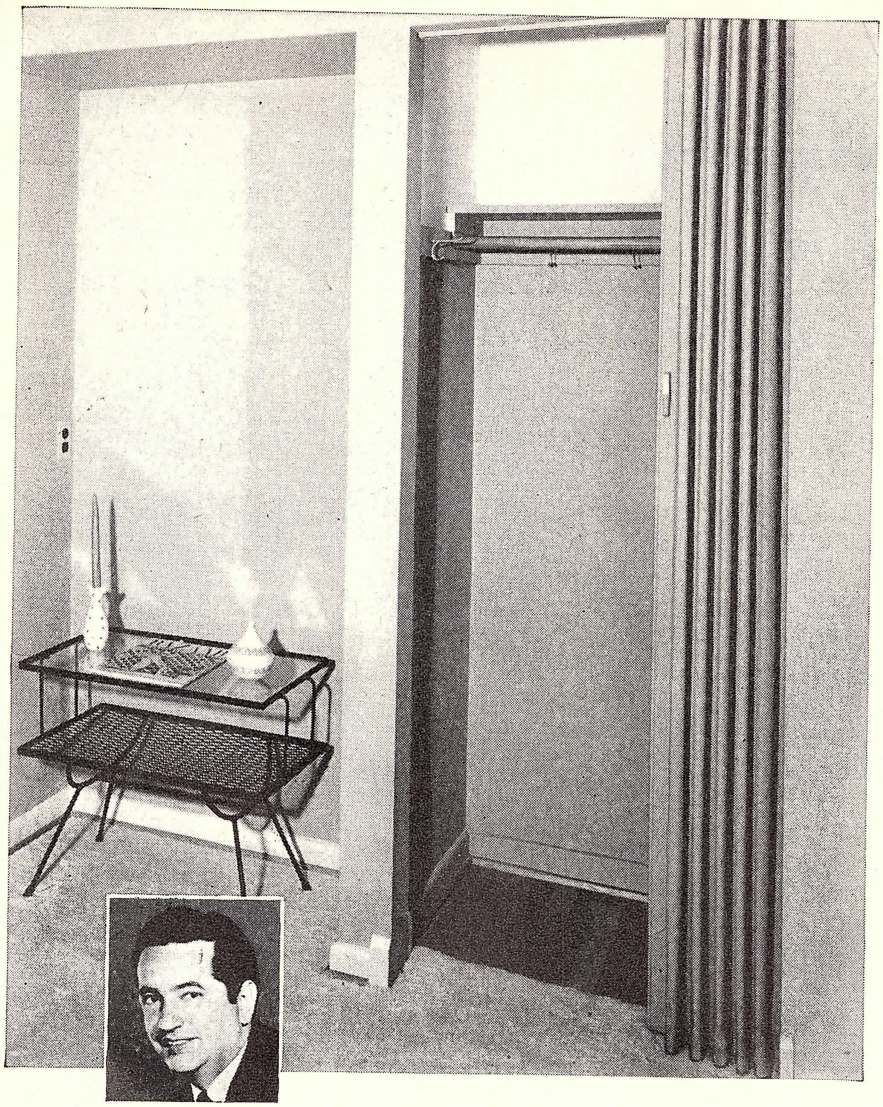
Offices:
Atlanta • Baltimore • Boston • Buffalo
Chicago • Dallas • Denver • Detroit
Fresno • Greensboro • Hartford
Hempstead, L. I., N. Y. • Hollywood
Little Rock • Miami • Milwaukee
Minneapolis • New Orleans • New York
Philadelphia • Pittsburgh • Portland
Rosemead, Cal. • Salt Lake City
San Francisco • Seattle • St. Louis
Tampa • Washington, D. C. • Zanesville.

THE MOSAIC TILE COMPANY

MOSAIC

1954 Our Sixtieth Year ®

Member—Tile Council of America and The Producers' Council, Inc.
Offices, Showrooms and Warehouses from Coast to Coast
Over 4000 Tile Contractors to serve you.



for low-cost "studio homes"
...cost-cutting *SPACEMASTER*

...SAYS BUILDER FRED GARLING

To the public, these Spacemaster closet doors are one of the attractive features that help them decide on Garling Construction Company's low-cost "Studio Homes." To builder Fred C. Garling, Jr. of Dearborn, Michigan, they're also one of the cost-cutting features that make a low selling price possible. Says Mr. Garling, "With its low initial cost and ease of installation, Spacemaster actually cuts our 'per opening' cost."

Spacemaster sells at the lowest price in quality folding door history. There's no need to trim and case the opening, no need to paint the door. Spacemaster goes up with eight screws in eleven minutes. See your building supply dealer or mail coupon for full information.

New Castle Products, Inc., New Castle, Indiana; Montreal 6, Canada

SPACEMASTER

New Castle Products, Inc.
P.O. Box 953, New Castle, Indiana
Gentlemen: Give me full information on Spacemaster doors.

Name.....

Company.....

Address.....

City.....*County*.....*State*.....

folding doors by modernfold® DOORS

COP. 1954 NEW CASTLE PRODUCTS, INC.

ask the EXPERTS

(*Continued from page* 132)

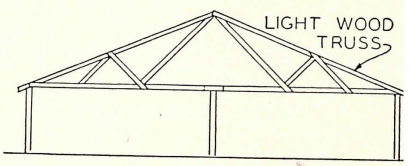
insulation on the floor with the 45 pound roofing added as a precaution against moisture from the concrete below.

C. E. Lund
University of Minnesota

framing for tin roof

I want to build a shed 48 feet wide, 50 feet long and 8 feet high with a 4-inch block wall eight feet high running through the center. I plan to use metal for roof and side walls with the roof at a pitch of 5 and 12. Will you please tell me how to frame this roof?

C. B. S., Pecatonica, Ill.



Since your center wall is a 4-inch block wall, it would not be a bearing wall. Therefore, it could not carry any roof load. Your roof, then, would have to span 48 feet. The span would require small trusses similar to the one shown above. It would be advisable that you contact one of the companies that furnish light wood trusses for specific information to fit your case.

to dig or to fur

Plaster has been applied directly to the inside surface of an 18-inch thick stone wall. In cold weather, it gets so damp that water runs down in streaks. Can you tell us about a way to prevent this without furring out the inside wall and replastering?

E. F. D., Ripon, Wis.

One method would be to seal the foundation wall by digging up all around the exterior of the wall down to the top of the footings. Then applying at least a 1-inch-thick coat of cement plaster to the exterior face of the stone wall from the top of the grade to the top of the footing. When this is dry, apply two coats of bituminous waterproofing. Furring the inside wall and replastering would, of course, offer necessary insulation against moisture.

POPULAR P&H "PIONEER" HOME

stars contemporary styling, open planning and CHRYSLER AIRTEMP waterless, air-cooled Air Conditioning



This smart P & H Harnischfeger "Pioneer" home, designed throughout for comfortable living, offers 1,100 square feet of living space, unique 3-way dining area and 1½ baths. And in its full basement is the final touch for modern living—Chrysler Airtemp *Air-Cooled* Air Conditioning.

Operation without using water, lower-cost installation with no need for plumbing and lower maintenance costs are big advantages provided by Chrysler Airtemp *Air-Cooled* Air Conditioning. In homes without basements, the fact that it can be installed in several ways without using even one square inch of valuable living area floor space offers a vital additional advantage.

It will pay you to have all of the facts on this newest achievement of Chrysler Airtemp engineering. Call your nearest Chrysler Airtemp Dealer (he's in the Yellow Pages), or return coupon today!



Screen slides on U-shaped ceiling track to make completely modern open arrangement (as shown), or to close off dining area from kitchen or from living room. Home is modern, too, in its air conditioning—Chrysler Airtemp *Air-Cooled!*

Comfort Zone

CHRYSLER AIRTEMP

HEATING • AIR CONDITIONING for HOMES, BUSINESS, INDUSTRY

AIRTEMP DIVISION, CHRYSLER CORPORATION
Dayton 1, Ohio

AB-7-54

Airtemp Division, Chrysler Corporation
P. O. Box 1037, Dayton 1, Ohio

REPLACEMENT OR REFUND OF MONEY — Guaranteed by Good Housekeeping — IF NOT AS ADVERTISED THEREIN

I'd like to know more about Chrysler Airtemp Air Conditioning for homes:

☐ Air-Cooled ☐ Water-Cooled

Name_____

Address_____

City_____ Zone____ State_____

THE TRULY MODERN HOME IS AIR CONDITIONED



WITH **Jiffy**

SAWHORSE BRACKETS

- NO NAILS
- NO BOLTS
- NO SCREWS


At Work


At Home


At Church



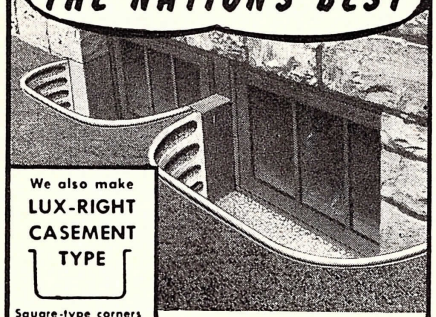
All welded construction. Use any 2x4s for legs and crossbar.

Set up or knocked down instantly. Easy to move from job to job, and easy to store.

For sale in most hardware and lumber stores. If your dealer cannot supply you, write us direct.

GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICH.

IMPERIAL **Lux-Right®**
AREAWALLS
THE NATION'S BEST



We also make
LUX-RIGHT
CASEMENT
TYPE

Square-type corners for casement window clearance

FOR HOMES, CHURCHES, SCHOOLS, ANY BUILDING

This Imperial LUX-RIGHT Streamlined Straight Type Steel Areawall (above) comes in all standard sizes. Round type also supplied, casement type, too.

Only metal areawall hot-dipped galvanized AFTER fabrication. One piece, heavy corrugations, beaded top edge, Hug-Tite flanges. Ask your distributor or write us now for FREE illustrated folder

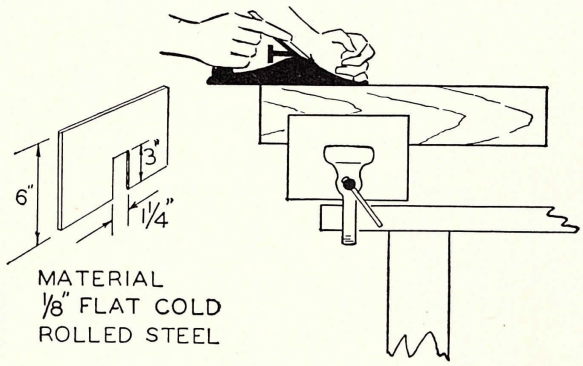
We prepay freight on 12 units or more AB-E

SAINT PAUL CORRUGATING CO.
Expert Sheet Metal Manufacturers for 69 Years
SOUTH END WABASHA BRIDGE, ST. PAUL 1, MINN.

how would you do it?

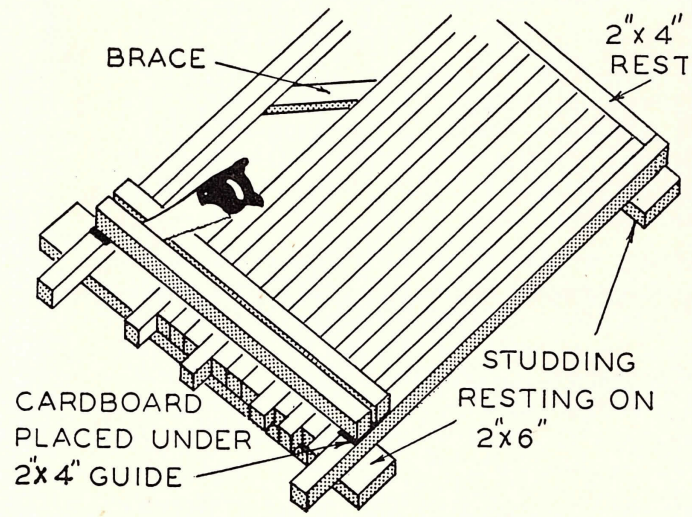
ideas for the man on the job

to convert bench vise into wood vise



Cut two 6x8½-inch pieces of ⅛-inch cold-rolled steel. Then cut 1¼x3-inch notches so that they will fit over the threaded shaft and body of the vise. Put the plates in place and tighten the jaws of the vise. Weld each plate to one of the jaws of the vise. As permanent padding, ¼-inch plywood can be machine screwed to the plates, or as a job is being done, pads may be inserted to prevent marking of the work.

how to cut studding quickly



Use 2x4s and 2x6s to make this jig that will save you time when a great number of studs have to be cut. The length of the jig depends upon the length of the studs you plan to use. Its width should be such as to accommodate about a dozen studs at one time.

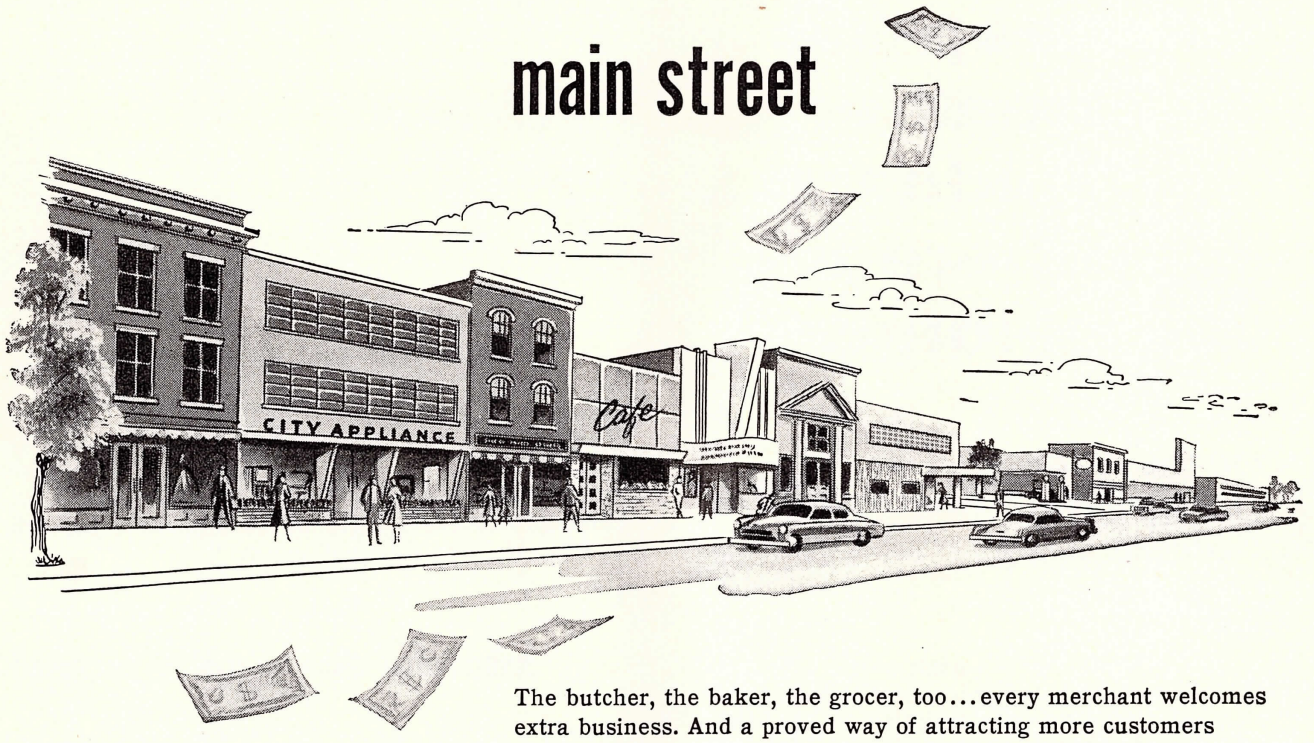
The jig consists of a framework of two 2x6s to which are nailed two 2x4s. Nail a diagonal brace to the underside of the framework to eliminate the possibility of the jig becoming out of square. Studs to be cut will rest on the 2x6s and between the 2x4s.

A saw kerf is made of two 2x4s spaced apart to allow a saw blade to slip through. Nail the two 2x4s that act as a saw guide to the topside of the framework.

In use, place the jig on sawhorses. Slip all the studding to be cut into position and cut all studs to the same length by sawing along guide formed by two 2x4s.

—H. E. Fey, New Braunfels, Texas.

there's money in modernizing on main street



with MASONITE PRESDWOOD

The butcher, the baker, the grocer, too... every merchant welcomes extra business. And a proved way of attracting more customers is through a modernizing program.

And, you can sell more remodeling jobs when you use Masonite Presdwood. This modern material enables you to achieve better results at lower cost. There are 33 types and thicknesses of this famous hardboard, and you can get just the one you want for practically any modernization problem.

We have just prepared a series of plans that show how eleven different types of stores can be made attractively modern with Presdwood®.

May we send you this set at no obligation? It will be helpful in talking to your prospects. Just send the coupon.

Presdwood is sold by building materials dealers everywhere.

PRESDWOOD WOOD MADE BETTER

NATURALLY STRONGER WITH LIGNIN

MASONITE®
CORPORATION

Dept. AB-7, Box 777, Chicago 90, Ill.

"Masonite" signifies that Masonite Corporation is the source of the product

I'm interested. Please send me your set of eleven folders on Commercial Modernization.

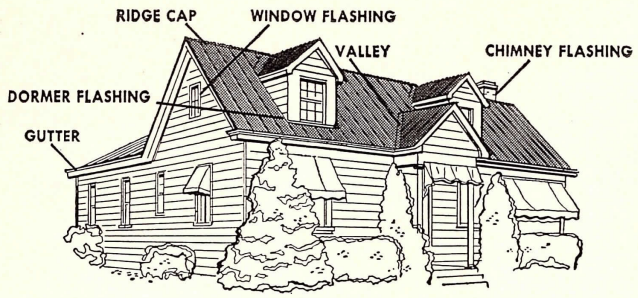
Name.....

Firm.....

Address.....

Town.....Zone.....

County.....State.....



keep the weather outdoors... where it belongs!

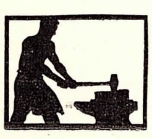
recommend and use
FOLLANSBEE TERNE METAL
for weatherproofing

Every house needs weathersealing, and every flashing, coping, valley or gutter is another opportunity for you to make a larger profit by installing Follansbee Seamless Terne Metal.

Weathersealing with Follansbee Terne is easy. Its ductility makes it easy to shape and bend. Tin-lead coating makes it easier to solder . . . can never flake or peel. Terne is the ideal weathersealing material for built-up, composition, wood, asphalt or asbestos shingle, slate or tile roofs.

Leading distributors are prepared to supply you with this high quality Terne Metal in 40 lb., 20 lb., and 8 lb. coatings, in various widths from 4 inches to 28 inches, in 50 foot continuous rolls. Be sure to specify Follansbee Terne Metal the next time you need "Valley Tin" or "Roofing Tin" . . . the most economical weathersealing available because of the savings in installation time and labor.

FOLLANSBEE STEEL CORPORATION
GENERAL OFFICES, PITTSBURGH 30, PA.
Polished Blue Sheets and Coils — Seamless Terne Roll Roofing
Cold Rolled Strip



Sales Offices—New York, Philadelphia, Rochester, Cleveland, Detroit, Milwaukee. *Sales Agents*—Chicago, Indianapolis, Kansas City, Nashville, Los Angeles, San Francisco, Seattle; Toronto and Montreal, Canada. *Plants*—Follansbee, West Virginia

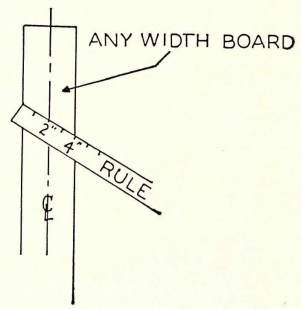
FOLLANSBEE METAL WAREHOUSES
Pittsburgh, Pa. Rochester, N.Y. Fairfield, Conn.

how would you do it?

ideas for the man on the job

to find the center of any board—

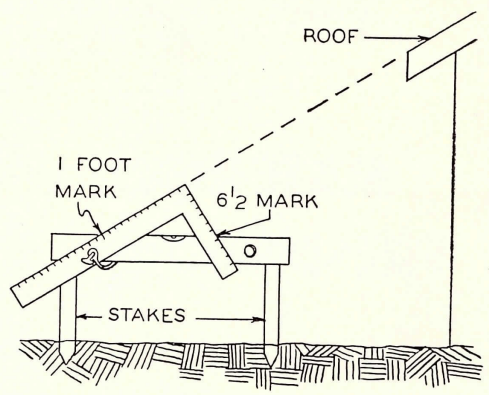
Lay a common ruler diagonally across the board, the center of which you want to find. Place the ruler so that an even number falls at the edge of the board. One half of the even numbers in inches will be the exact center.—C. F. Davis, Port Jefferson Station, N. Y.



make your own electric screwdriver!

If you do not have an electric screwdriver, put a screwdriver bit in an electric drill. For example, a recent church job required the placing of church pews with 24 1½-inch screws and 16 smaller screws per pew. Using this hand-made electric screwdriver did the work very quickly.—E. Weary, Chatham, N. J.

determining pitch of roof from ground



The pitch of any roof can be determined while you are on the ground if you use a common spirit level and a square. Drive two long stakes into the ground a suitable distance away from the building. Set the stakes about two feet apart. Be sure that the top ends are perfectly level.

Now take a small C-clamp and fasten the square securely to the level as shown in the sketch, making sure that the 12-inch mark lines up perfectly with the top edge of the level. To find the pitch of the roof, lie down and squint along the upper edge of the square and either raise or lower the tongue till the top edge lines up with the top edge of the roof. The number on the tongue that lines up with the top edge of the level will be the pitch of the roof.—H. E. Fey, New Braunfels, Texas.

PLEASE ENTER MY SUBSCRIPTION TO

AMERICAN BUILDER

☐ one year $3.50 ☐ three years $7.00

• U.S., Its Possessions, and Canada Only

NAME

TITLE or POSITION

COMPANY

TYPE of BUSINESS

STREET

CITY ZONE STATE

• **AMERICAN BUILDER** is edited exclusively for individuals and firms (and their employees) engaged professionally in the building field.

AB754

Please send AMERICAN BUILDER as my gift

TO

NAME

TITLE or POSITION

COMPANY

TYPE of BUSINESS

STREET

CITY ZONE STATE

☐ three years $7.00

☐ one year $3.50

U.S., Its Possessions & Canada Only

GIFT CARD TO READ FROM

FROM

NAME

STREET

CITY ZONE STATE

SIGNATURE

• **AMERICAN BUILDER** is edited exclusively for individuals and firms (and their employees) engaged professionally in the building field.

AB754

FIRST CLASS
Permit No. 210
(Sec. 34.9 P. L. & R.)
BRISTOL, CONN.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

AMERICAN BUILDER

EMMETT STREET
BRISTOL, CONN.

FIRST CLASS
Permit No. 210
(Sec. 34.9 P. L. & R.)
BRISTOL, CONN.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

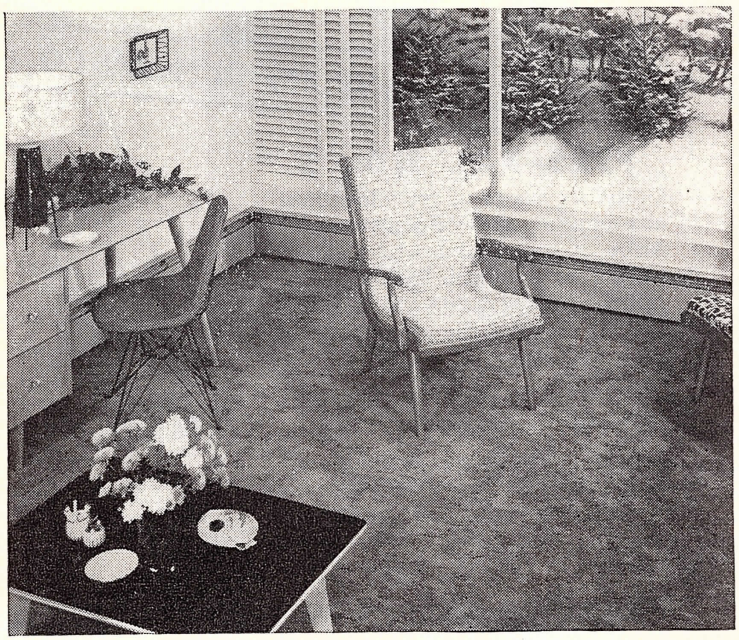
POSTAGE WILL BE PAID BY

AMERICAN BUILDER

EMMETT STREET
BRISTOL, CONN.

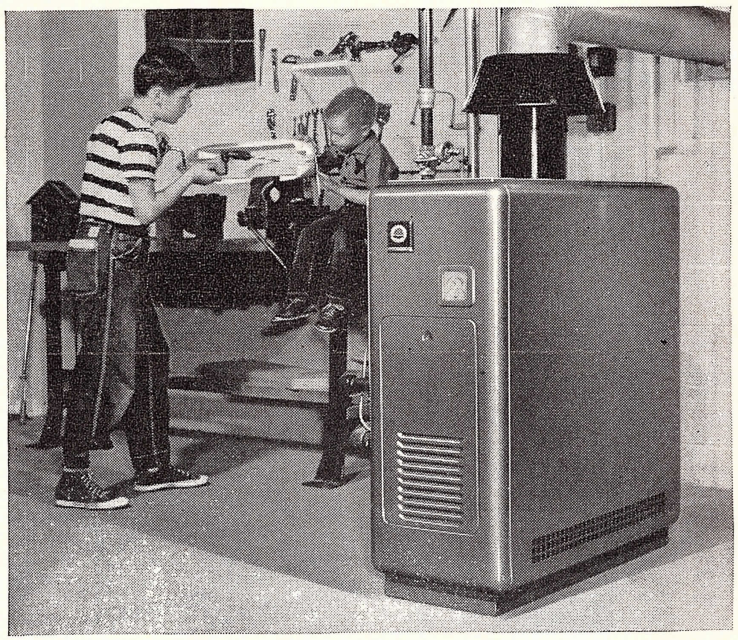
PRODUCT NEWS from AMERICAN-Standard

A review of products in the news and important features worth remembering



HEATRIM PANELS

Attractive, space-saving Heatrim panels are the modern way of providing comfortable, even, convected warmth throughout an entire room. Specifically designed for forced-circulation hot water heating, they take the place of conventional wood baseboards . . . can be installed against existing walls or recessed to the depth of the plaster. They save floor space, leave walls unbroken . . . permit greater latitude in designing and decorating. Hanger-supported heating element "rides free," can't touch the enclosure . . . permits 1½" horizontal movement. Front panels are easily and firmly secured with spring steel clips . . . will not rattle.



EMPIRE GAS BOILERS

Precision-made of cast iron, Empire boilers offer both low first cost and low operating cost. They are highly responsive, provide quick, even, clean heat . . . with a minimum of fuel. Empire boilers are compact and attractive . . . are ideal for utility room or laundry as well as basement installation. Available in a practical range of sizes and models for hot water or steam, and for any type of gas, there's an Empire boiler to fit your building plans exactly. Cast iron sections are factory-assembled, as are piping and control sub-assemblies—features that assure unusually quick and easy installation.

For further information on American-Standard products see Sweet's Light Construction File

American-Standard
Dept. AB-74, Pittsburgh 30, Pa.

Without obligation on my part, please send me literature on:

☐ Heatrim Panels ☐ Empire Gas Boilers

Name.....

Firm.....

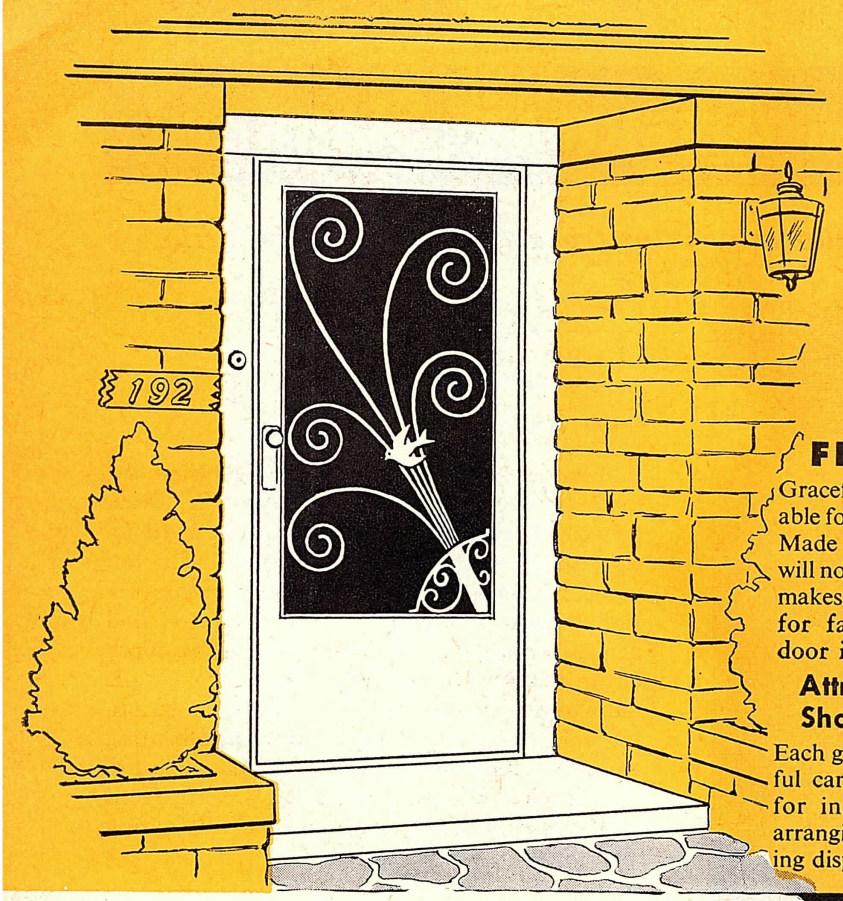
Address.....

City.....State.....

AMERICAN-Standard

American Radiator & Standard Sanitary Corporation, Dept. AB-74, Pittsburgh 30, Pa.

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS



M-D

MACKLANBURG-DUNCAN CO.



FITS-ALL NO. 5

Gracefully designed, yet fully adjustable for nearly all wood or metal doors! Made of silvery-satin Alacrome that will not rust or tarnish. Patented holder makes installing easy! Surface clamps for fastening grille to outside of door included.

Attractive Display Carton Shows 'em and Sells 'em!

Each grille packed in individual, colorful carton with complete instructions for installing and suggestions for arranging scrolls. Really an eye-catching display!

Beautifies Screen Doors...

PROTECTS THEM, TOO!..

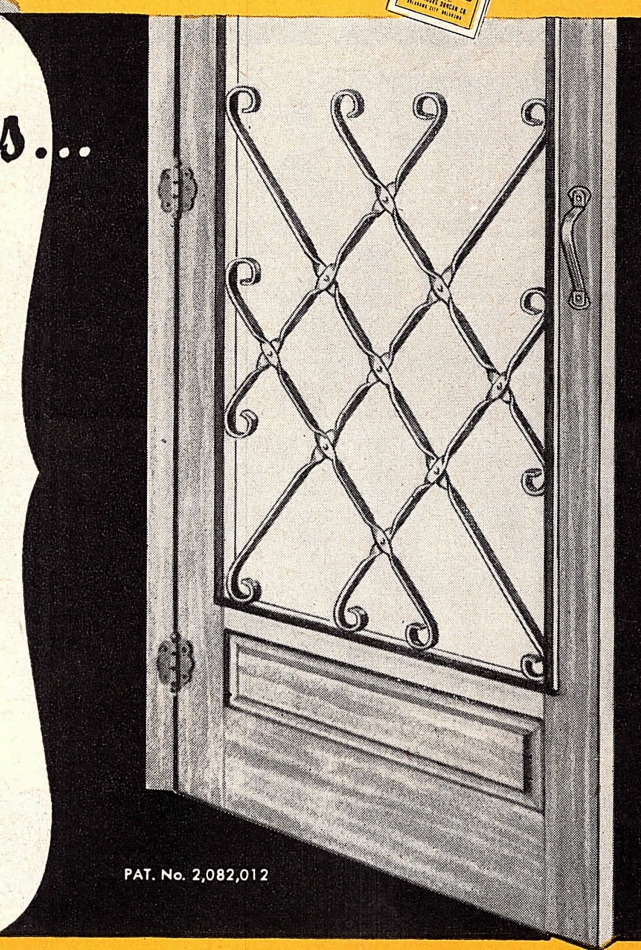
FITS-ALL NO. 1—Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16″ to 30¾″ in width between stiles and from 40½″ to 30¾″ high. Squared up size is 30¾″ x 30¾″. Packed 12 to carton—screws furnished. Made of Alacrome—silvery-satin finish.

FITS-ALL NO. 2—For doors with divided sections. Each side adjusts from 13″ wide and 19¾″ high to 14½″ wide and 17½″ high. Will not rust or tarnish. Packed 12 pairs to carton.

FITS-ALL NO. 3—For lower section of door with cross-bar. Fully adjustable from 14″ wide and 32½″ high between stiles to 25″ wide and 25″ high between stiles. Silvery-satin Alacrome finish. Packed 12 to carton.

FITS-ALL NO. 4—For upper section of doors. Adjusts from 19½″ wide and 34″ high between stiles to 33⅜″ wide and 20¾″ high between stiles. Will not rust or tarnish. Packed 12 to carton.

FITS-ALL NO. 7—Adjusts from 18″ wide to 32″ high between stiles to 24¾″ wide to 27″ high. Squares up at 26″ x 26″. Packed 12 to carton.



MACKLANBURG DUNCAN CO. MANUFACTURERS OF QUALITY BUILDING SPECIALTIES

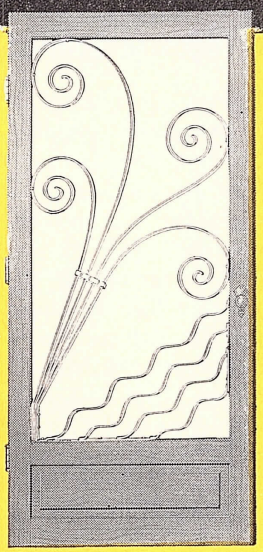
ORDER TODAY! Your order will be shipped same day received!

MACKLANBURG-DUNCAN CO.

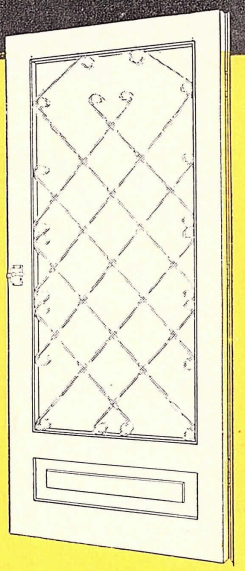
OKLAHOMA CITY, OKLAHOMA

FITS-ALL *Adjustable Screen Door* GRILLES

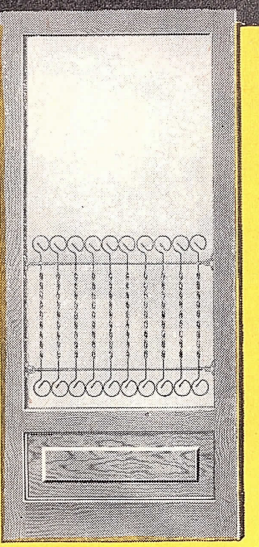
America's Most Complete Line!



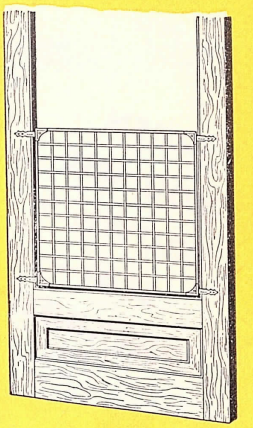
FITS-ALL NO. S6—Easily installed and fully adjustable. Made of Alacrome with silvery-satin finish—will not rust or tarnish. Packed in individual carton.



FITS-ALL NO. FS—Fits full-size panel. Adjustable from 22″ to 30″ wide and from 75″ to 55″ high between stiles. Packed 6 to carton.



Nu-WAY—Comes in silvery-satin aluminum or steel with black enamel finish. Fits 30″ and 32″, 36″, 42″ doors. Easily installed on doors or as window guards.



Nu-GARD — Interlaced ribs form strong protection for screen. 32″ fits screen openings from 24″ to 28½″ and 36″ fits openings 28″ to 31½″. Silvery-satin Alacrome will not rust or tarnish!



Nu-WAY

Nu-WAY PUSH GRILLE—4″ high, made of silvery-satin Alacrome. 32″ fits openings from 24″ to 26″ wide and 36″ fits between stiles from 28″ to 30″. Packed 12 to carton.



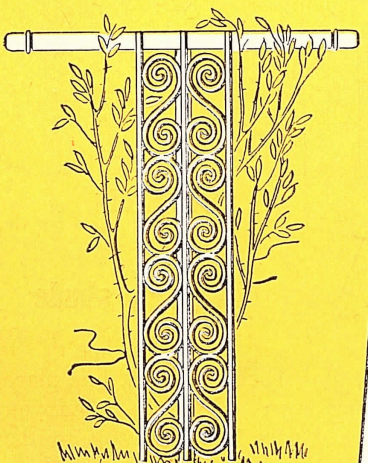
Nu-WAY

Nu-WAY DELUXE PUSH GRILLE—For aluminum or wood doors. 6″ high, made for 32″ or 36″ doors. Silvery-satin finish, will not rust or tarnish! Packed 12 to carton.

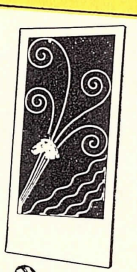


Nu-WAY

Nu-WAY SUPER PUSH GRILLE—Made especially for combination doors—wood or metal—16″ high for 21″, 23″, and 27″ insert panels and for regular 32″ or 36″ doors. Silvery-satin finish. Packed 12 to carton.



Nu-ART ORNAMENTAL ALUMINUM—Ideal for trellises and other decorative uses. Comes 16″ wide and 7′ high—easily sawed. Silvery-satin finish will not rust or tarnish. Packed in individual display carton.



Nu-ART GRILLE ORNAMENTS

Attaches to nearly all screen door grilles. Made of cast aluminum with colorful outlining. Comes in individual envelope with instructions, clamps and bolts.



MALLARD



BRONCO



STEER



HORSE



SEA GULL



SAILFISH



SAILBOAT



PANCHO



PEDRO



SQUIRREL

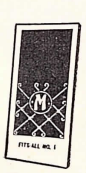
Brand New! FITS-ALL GRILLE MONOGRAM

YOUR INITIAL GOES HERE LIKE THIS

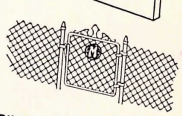
Customer chooses initial or numbers from your stock and mounts on black disc. Packed 2 discs to envelope with screws and fasteners. Attractive, yet inexpensive!



MAILBOX



SCREEN DOOR GRILLE



GATES

HOUSES SELL FASTER



WITH

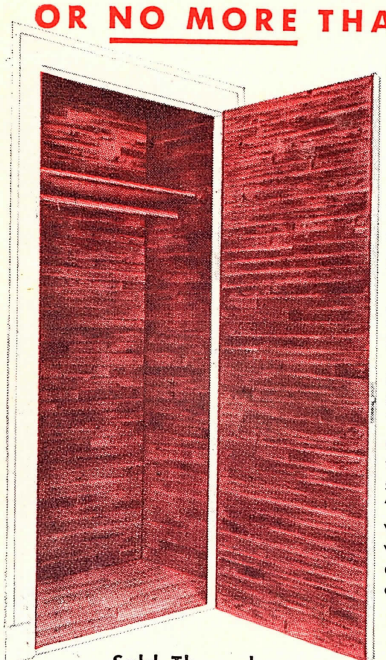
CEDAR Lined Closets

WHEN YOU USE BROWN'S SEAL—PACKAGED

SUPERCEDAR

THAT COSTS LITTLE

OR NO MORE THAN PLASTER!

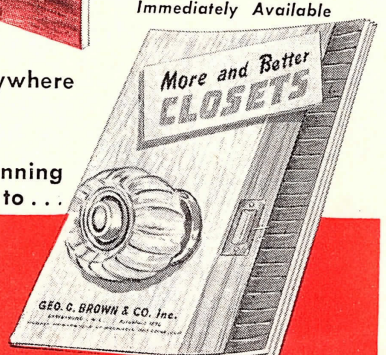


With SUPERCEDAR you can eliminate the cost of plastering and painting of closet interiors—AND add the romance, beauty and fragrance of customer-appealing cedar! Imagine being able to include genuine cedar lined closets in your homes for practically nothing extra in cost!

SUPERCEDAR is aromatic red cedar—90% Red Heart with 100% oil content. Can be installed over open studding, thus saving time and money in closet construction. Your closets take on a "custom-built" appearance that will appeal to both men and women. SUPERCEDAR, nationally-advertised, is factory packed in 4 and 8-foot bundles.

Immediately Available

Sold Through Building Suppliers Everywhere



FREE Closet Planning Booklet! Write to . . .

GEORGE C. BROWN & CO.

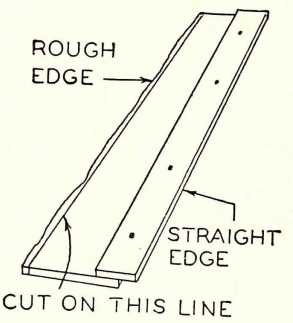
Largest Mfrs. of Aromatic Red Cedar in the World

GREENSBORO, NORTH CAROLINA *Established 1886*

how would you do it?

ideas for the man on the job

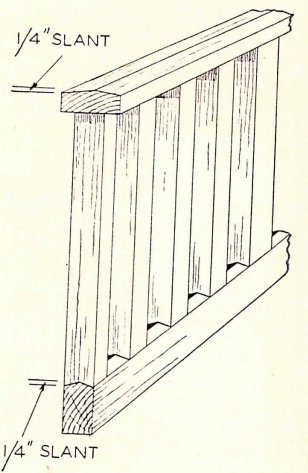
plumb-up uneven edges of boards!



Uneven edges of boards can be quickly plumbed up without the use of a jointer by tacking on a straightedge to project beyond the edge of the board and parallel to the center line. Run the board through the table saw with the straightedge against the fence. This method is especially good for finishing S2S (surface two sides) hardwood in cabinet work.

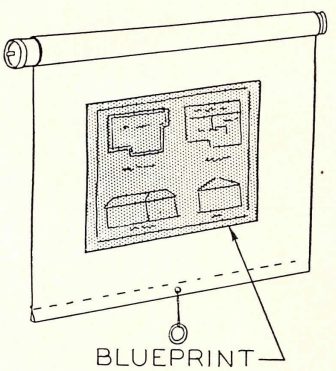
—W. Antonen, Lake Norden, S. D.

for railings that drain quickly—



Bevel horizontal members of porch railings at ¼ inch so that rain and snow will tend to drain off quickly thus lessening damage to wood and paint. Use rust-resistant nails to join members.

—A. N. Nelson
Kansas City, Mo.



blueprints on a window shade

An old, but usable window shade makes a fine place to fasten blueprints above your workbench when you work on a shop project. Fasten the blueprint to the shade with tape. Hanging blueprints this way, allows for a free work area and, of course, the print can be rolled up or down as the occasion demands.

—G. A. Heffelfinger, Lehighton, Pa.



This name means MORE on any flush DOOR

Atlas Plywood

Yes, *everybody* gets more from an Atlas Plywood door.

The man who specifies knows he's installing flush doors that will look and act quality for the life of the building. He gets more professional satisfaction.

The man who sells the door knows he's got a satisfied customer — and his prestige goes up a notch. He gets more sales.

The man who uses the door gets assured beauty, trueness and service every time he opens it. He gets more for his money.

Atlas Plywood's many mills turn out doors of uniform quality as only one-ownership control "from forest to finished product" can achieve. This means minimum manufacturing and handling cost . . . absolute standardization . . . and top reliability. Everybody gets more out of this more efficient set-up.

Atlas Plywood "Estate", premium grade for natural finishes, "Suburban", top grade for stain, "Metropolitan", all-purpose grade, suitable for staining . . . all in beautiful birch. Doors also available in gumwood and other popular woods.

Atlas Plywood

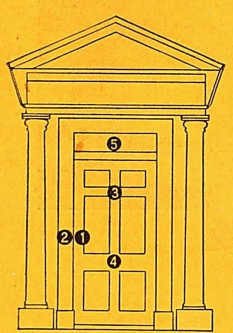
CORPORATION

FROM FOREST TO FINISHED PRODUCT

Boston 16, Mass. Distributors in all principal cities

To make a Grand Entrance

specify **DEXTER**



1. PLYMOUTH ENTRANCE HANDLE SET NO. 8900
2. PLYMOUTH ELECTRIC BELL BUTTON NO. 5005
3. COLONIAL DOOR KNOCKER NO. 5301
4. COLONIAL MAIL PLATE NO. 5609
5. COLONIAL HOUSE NUMBERS NO. 802

DEXTER LOCK COMPANY

GRAND RAPIDS • MICHIGAN

A SUBSIDIARY OF NATIONAL BRASS COMPANY

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

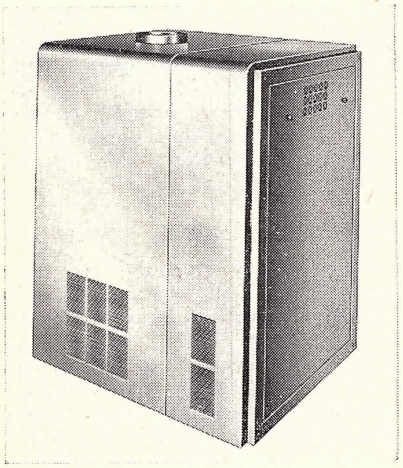
In Mexico: Dexter Locks, Plata Elegante, S. A. de C. V., Monterrey, Nuevo Leon

MANUFACTURERS OF DEXTER *Lifetime* LOCKS

new products

GAS BOILER AB75418

Cast iron is used for the construction of the Century gas boiler because of this material's high resistance to the corrosive effects of the products of gas combustion. The boiler has a stainless steel flue collector as a further protection against corrosion. The unit has an optional internal tankless heater and

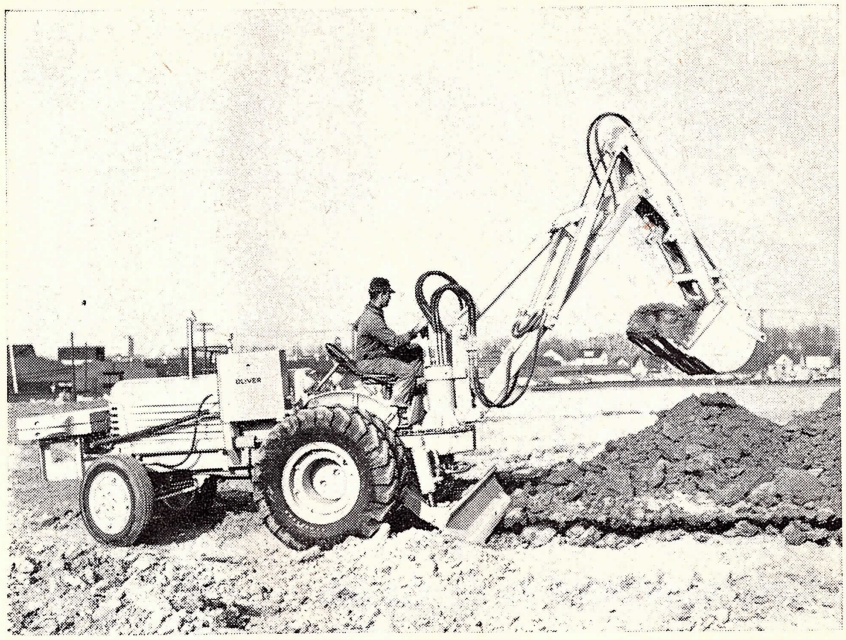


has sufficient water capacity to insure efficient operation with steam as well as hot water.

Entire burner assembly is mounted on a wrought iron frame with casters enabling it to be rolled out after disconnecting just one union. Burners are rugged, all cast iron, with precision drilled raised ports. Pilot is located at the center of the burner on the intake side. All connections and controls may be located on either side. Input ratings are from 138,000 to 745,500 Btu's. The H. B. Smith Co., Inc., Dept. AB, 57 Main St., Westfield, Mass.

FLAT WALL PAINT AB75412

An alkyd-type flat wall paint is said to be durable, washable, mar-resistant, uniform in appearance and easy to apply. Called "Wallhide PBX Flat Wall Paint," it covers evenly in a single coat over previously painted surfaces. No primer is required as it is self-sealing. It is applied by brush or roller, dries rapidly and can be washed or scrubbed without marring or fading its color. Its non-porous paint film provides a protective seal against soot, dirt, grease and stains, its manufacturer claims. Pittsburgh Plate Glass Co., Dept. AB, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.



Bucket rotation of tractor attachment permits loading without spillage; boom has a full 200-degree swing. Stabilizer blade in front doubles as back-filler unit

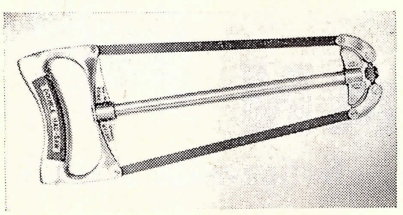
TRENCHER-SWING LOADER TRACTOR ATTACHMENT AB75401

Combination half-yard trencher and swing loader attachment is announced for manufacturer's Model 88 wheel tractor. Unit is called Model 88WT Hydro-Trencher and is mounted exclusively on the "88" gas or diesel wheel tractor. The device will dig to 10 foot depth and load to 10 foot, 6 inch, height. Optional equipment increases digging depth to 12 feet, loading to 12 feet.

Useful in sewer and pipeline operations and other trenching jobs, the unit's all-hydraulic operation applies powerful down force on the boom for digging through rocky soil, roots, etc. Dual-circuit control system has separate hydraulic circuits and individual controls, providing operator with three lift or drop speeds on boom; any two operations can be performed simultaneously, such as swinging and lifting or swinging and dumping. Unit converts to a swing loader simply by turning the bucket around; no special tools are needed. The Oliver Corporation, Dept. AB, 400 W. Madison, Chicago 6, Ill.

DOUBLE HACK SAW AB75415

Two hack saws in one frame—a fine blade for thin work, and a coarse blade for heavy work—are features of this ingenious new tool. The saw has two



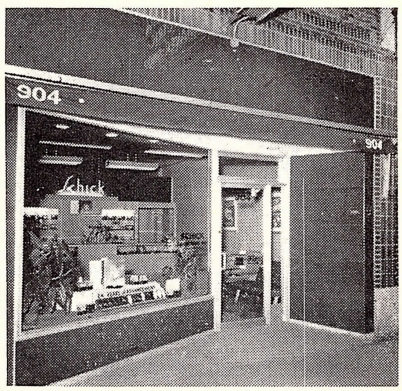
12-inch blades fitted in a chrome-plated steel frame, designed to keep the blades at high tension while they are in use. The makers say that the saw's design eliminates bending strain and blade wobble while reducing blade breakage. Blades will cut tubing a full five inches in diameter.

Leverage applied by a knurled nut at one end of the frame pulls both blades tight; the blade tension is important as it delivers faster, cleaner and more accurate cuts. Since blades do not have to be steered, they remain sharp longer. Center tubular shaft of frame holds extra blades for use when needed. Dreier Brothers, Inc., Dept. AB, 5642 Lake Park, Chicago 37, Ill.

ALUMINUM ENTRANCES AB75414

Commercial aluminum entrances are designed and constructed in units. Installation is stated to be quick and easy because of units' sectional features. Frames are pre-factory assembled, with all holes drilled and tapped, glass setting for transom and sidelights attached.

Glass setting is simplified by use of neoprene glazing channel and snap-on moldings. Detailed drawings and esti-



mates are furnished with all new or remodeling installations. Dorco, Dept. AB, 210 S. Fifth St., Minneapolis 1, Minn.

◆ FOR MORE INFORMATION USE COUPON ON PAGE 160

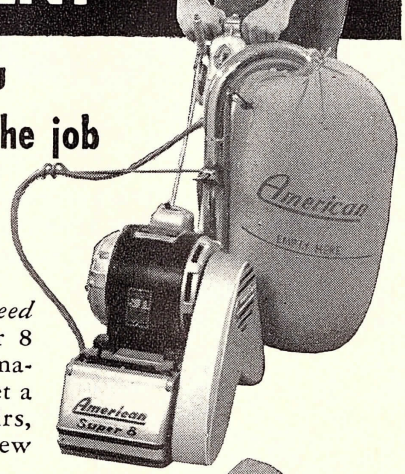
Over 50 years of practical experience

Building the world's finest

FLOOR SURFACING EQUIPMENT

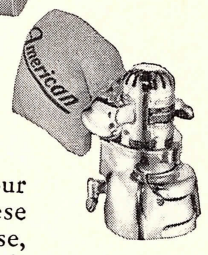


AMERICAN offers you machines engineered to do the job



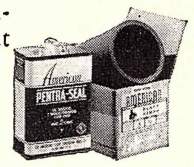
When you start the job with today's high-production American Sanders and quality supplies—you can be sure you'll finish the job with *top profits!*

You profit more with the *high speed cutting* of the famous American Super 8 . . . nearly twice as fast as Standard machines . . . *saves time and labor!* You get a perfect match of borders, edges, stairs, closets—in record time—with the all-new American "B" Spinner.



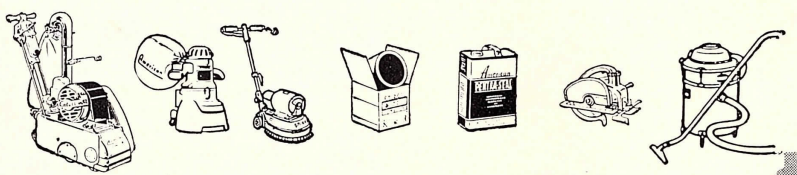
These machines—operated with efficient-cutting American Abrasives—get the job done *faster and better!* New or old floors are sanded to a satin smoothness ready for American seals and finishes to provide that "master touch" of long-life beauty!

Now more than ever you need the *finest* machines. Your *best buy* is American—because experience shows these quality machines last the longest, take more constant use, require less attention . . . and produce finest results possible to earn maximum dollars for you. Ask for a demonstration of American Machines on your next job, without obligation. Write today!



AMERICAN

Performance Proved MACHINES...Nation-wide SERVICE



☐ Floor Sanders ☐ Floor Edgers ☐ Maintenance Machines ☐ Abrasives ☐ Seals, Finishes ☐ Saws ☐ Wet or Dry Vacuum

The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio
Send latest catalog on the above.

Name_____

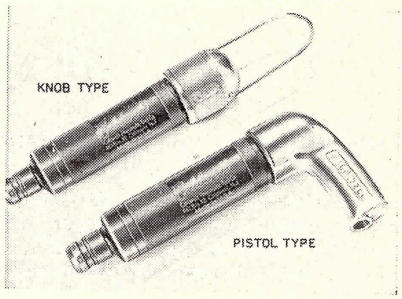
Street _____

City_____ State_____

new products

PNEUMATIC HAMMERS AB75420

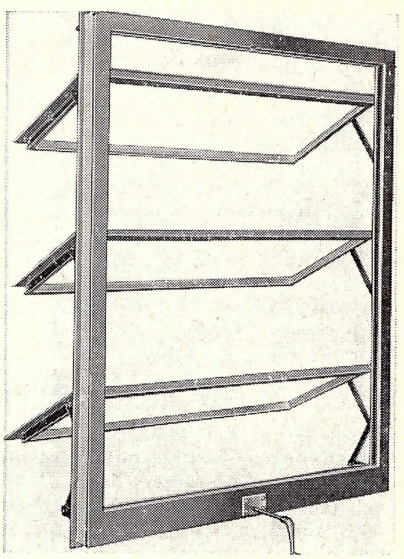
A pneumatic hammer for drilling, chipping, trimming, scaling and all-'round general applications, measures 9¾ inches in overall length with a 1⅝-inch



barrel diameter. Two handle styles are offered, in pistol type and knob type, as illustrated. The tool operates only when pressed into contact with the work and stops when withdrawn. Its light weight of about five pounds, combined with the automatic start-stop action and no recoil permit safe, easy handling, according to its makers—Burgess Thomas Co., Dept. AB, 17 James St., Bloomfield, N. J.

AWNING WINDOW AB75422

Designed for construction where horizontal lines are emphasized, this aluminum window permits greater ventilation control through an awning-type sash. A centrally operated control bar delivers equal power to both jambs for opening and closing, while assuring a tight seal around each sash. Vinyl plastic weatherstripping is provided on the



inside contact of the frame, where it is protected from weather damage. Operating mechanism is completely concealed in window frame.

Screens or storm sash fit on the inside. The window is made in modular and residence sizes. Michael Flynn Manufacturing Co., Dept. AB, 700 E. Godfrey Ave., Philadelphia 24, Pa.

♦ *FOR MORE INFORMATION USE COUPON, PAGE 160*

New OLYMPIC SIERRA *hand-hewn* Shakes



. . . mean Builder Profit through Buyer Preference

You're well aware of the decided preference among architects and home buyers for the charm and luxurious appearance provided only by a hand-hewn sidewall. Now Olympic offers an exclusive pre-stained sidewall material—OLYMPIC SIERRA HAND-HEWN SHAKES—carefully split from the finest heartwood of Western Red Cedar. Available in four distinctive colors, OLYMPIC SIERRA HAND-HEWN SHAKES provide that unmistakable touch of quality to a house that means a prompt sale. See your Olympic dealer today or wire for prompt information.

OLYMPIC STAINED PRODUCTS COMPANY

1118 Leary Way • Seattle, Washington

25 Years of Preserving Wood in Color for American Homes

Manufacturers of OLYMPIC

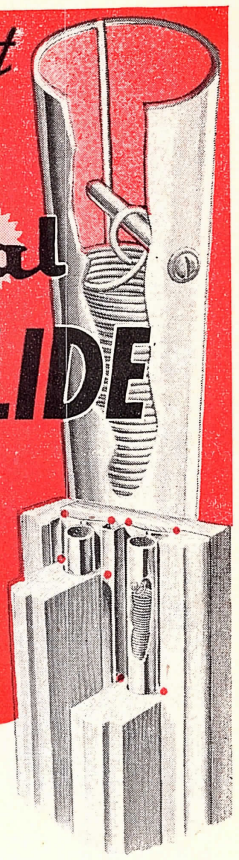
PERFECT-FIT SHAKES — TEXTERIOR PANELING
TIMBERLINE SIDING — BOARDS AND BATTENS
HAND-HEWN SHAKES — HANDSPLIT PRODUCTS
OLYMPIC STAIN *for Redwood and Cedar*
OLYMPIC WOOD BLEND *for smooth surface woods*

Another First for

HETTINGERS

Triple Seal® SILENT GLIDE

The Only Sash Balance That Stops Window Operation Noise



Completely seals against weather at these important points.

The springs of the Silent Glide Sash Balance operate in an aluminum tube that's lined with heavy rayon velour. This new, quiet balance is combined with Triple Seal's famous 1-piece metal jamb covers that give complete seal against the weather, yet permit windows to move up and down at a touch . . . *quietly!*

Save Time and Labor In Installation

Everything needed for one window comes in one package. There's no on-the-job material loss. Triple Seal Silent Glide Sash Balances and Metal Weatherstripping can be applied easier because all fastening points are clearly marked. The tough, aluminum tube that houses the spring balance resists construction damage. No replacement loss before the job is finished!

WRITE FOR COMPLETE DETAILS

The Weatherproof Products Corp., Waldo Sta. P. O. Box 8498, Kansas City, Mo.

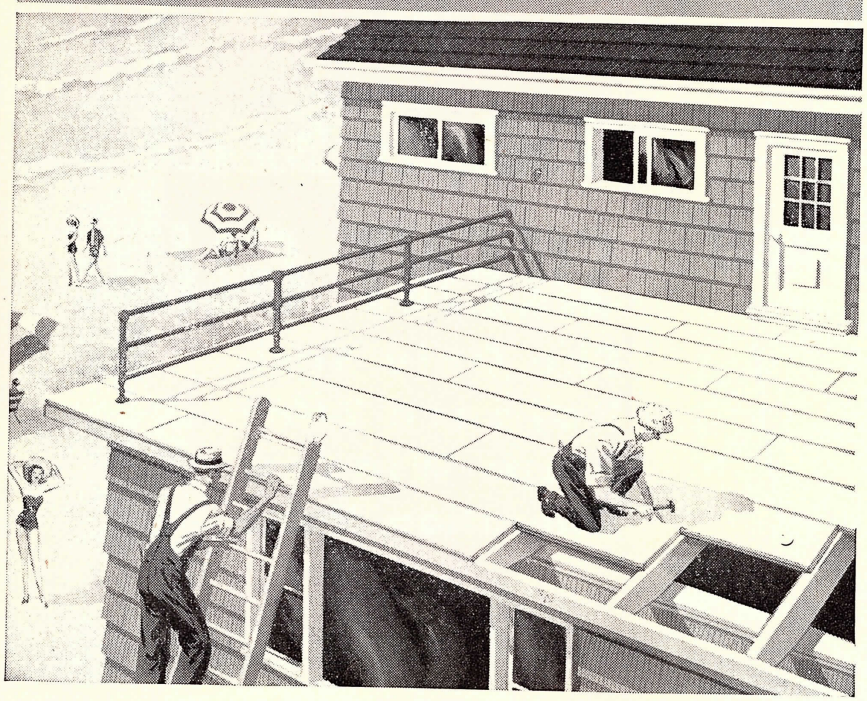
Gentlemen: Tell me more about Silent Glide Sash Balances and Triple Seal Metal Weatherstripping.
I am a builder ☐ dealer ☐ interested in on-the-job installation ☐ mill-assembled window units ☐ WB

Name.....

Address.....

City.....State.....

For Use on Flat, Pitched or Monoslope Roofs

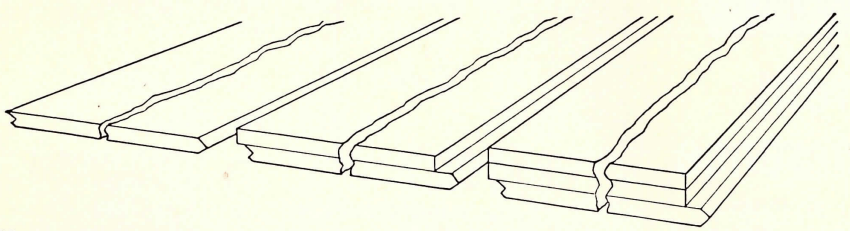


WEATHERPROOF

HOMASOTE ROOF DECKING

V-GROOVED and SHIP-LAPPED

in 1-, 2-, and 3-PLY SLABS



Here is the economical *new* material for use on flat, pitched or mono-slope roofs. Lightweight and strong, it is applicable to residences, churches, office buildings, commercial buildings.

Homasote Roof Decking is available in one-, two-, or three-ply slabs. While all thicknesses possess the same basic qualities, each one is designed for particular specifications. For example—the one-ply slab is applied on rafters 16″ on centers; the two-ply on 32″ centers; the three-ply slab on 48″ centers. Thus applied, independent laboratory tests show that this material will support a live load of 75 lbs. per sq. ft. Wood or asphalt shingles, slate, ceramic or cement tiles, built-up roofing or 4″ of concrete may then be applied.

In every application, weatherproof Homasote Roof Decking gives great structural strength. Its insulating value is far higher than that of wood decking. *Weatherproof and permanently crack-proof,* it affords lasting protection against moisture and mildew and has important sound-deadening qualities. The fine under surface of Homasote Roof Decking serves as the finished ceiling.

The 1-ply slab (21/32″ thick) is available in the 2′ x 8′ size, V-grooved; and in all standard Homasote sizes up to 8′ x 14′. Only the 2′ x 8′ size is V-grooved. The 2-ply slab (1 5/16″ thick) and the 3-ply slab (2″ thick) are available in the 2′ x 8′ size only; the bottom ply is V-grooved. This lightweight, easy-to-handle roof decking affords major savings over the methods and labor operations otherwise required. May we send you samples and literature with complete specifications? Please address your inquiry to Department 81.

SEE OUR CATALOG IN SWEET'S

HOMASOTE COMPANY

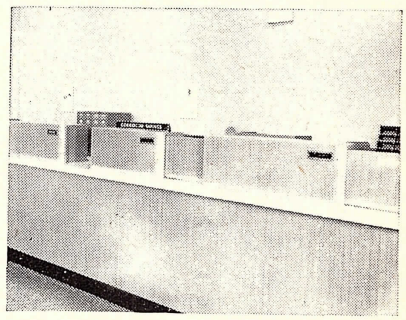
Trenton 3, New Jersey

new products

PLASTIC LAMINATE AB75405

"Lamin-Art" is a high-pressure melamine plastic laminate made in five wood grain patterns; it is also made in Frost, Crossweave and Irish Linen texture patterns in a variety of colors. Two patterns are often specified for the same interior to provide a two-tone finish. The plastic has been successfully installed for interior surfacing and paneling, as well as for wall facing, counters and partitions in several California banks.

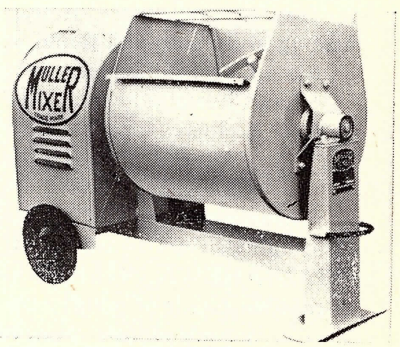
The plastic sheet is said to offer high resistance to scratching, cigarette burns, ink stains, boiling water, fruit acids and heat up to 300 degrees F. It is highly adaptable to cutting, shaping and installing, even by inexperienced workmen, its manufacturers say. It is stocked in



seven standard panel sizes, ranging from 30x96 to 48x120 inches, 1/16-inch thick. Matching cove material in all patterns is also available in four sizes. Wilson & Hoppe Plastics, Inc., Dept. AB, Whittier, Calif.

MORTAR MIXER AB75423

This unit, of two cubic feet capacity, is designed for the small mason contractor or plasterer with a two- or



three-man crew. It is also useful to larger contractors as auxiliary equipment for use in places inaccessible to larger units. Weighing 195 pounds complete, it may be carried or hoisted to almost any location.

The mixer is available with either a 1.7 h.p. Briggs and Stratton air cooled engine or a ½ h.p. electric motor, 110 volts, single phase. Muller Machinery Co., Dept. AB, Box 248, Metuchen 4, N. J.

◆ *FOR MORE INFORMATION USE COUPON, PAGE 160*

It's a snap

To Install STEELCRAFT SPACEMAKERS!

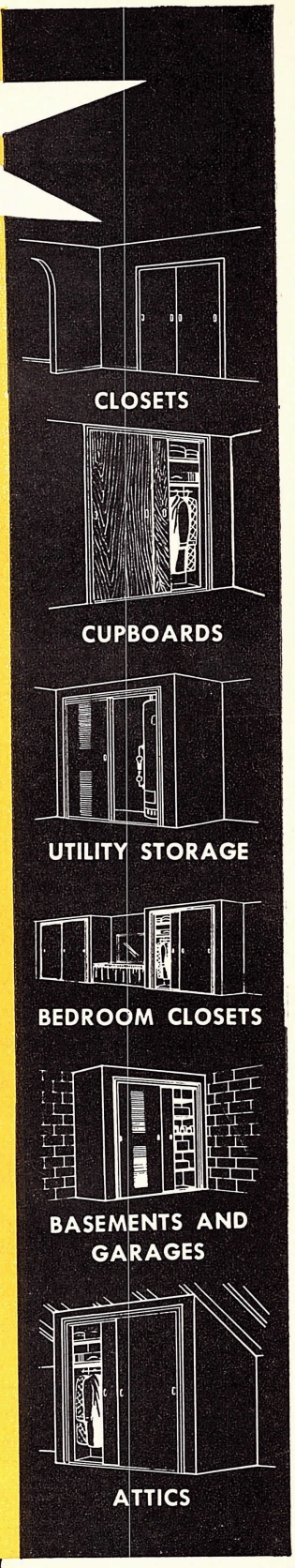
Steel Sliding Closet Doors with NEW WOOD GRAIN FINISH



With the new SNAP-IN Hardware (shown below), you now get all the space-saving, cost-cutting advantages of the original Steelcraft Sliding Door plus these ALL-NEW features in the most complete line of steel sliding closet doors on the market.

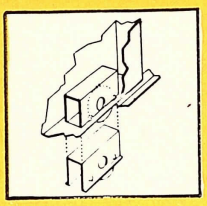
FULL LINE FEATURES

- **NEW BIRCH GRAIN FINISH**
  A beautiful reproduction of the natural grain completely finished and lacquered.
- **PRIME FINISH ONLY**
  For those who prefer to paint.
- **LOUVERED DOORS**
  For heating equipment and where greater air circulation is desired.
- **8′ CEILING HEIGHT**
  To make ALL space available and eliminate drop ceiling.
- **SET UP STEEL DOOR FRAME**
  Optional.
- **VARIETY OF OPTIONAL LABOR AND COST SAVING SIDE TRIMS**

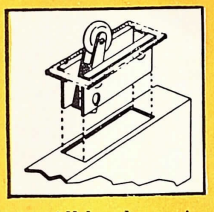


STEEL Craft
REG. U.S. PAT. OFF.

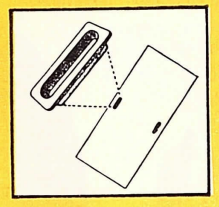
All doors with . . . NEW Snap-In Hardware



SNAP-IN NYLON ROLLERS



SNAP-IN GUIDE KEEPER



SNAP-IN PLASTIC DOOR PULLS

To assure smooth, *quiet* operation and prevent derailing, Steelcraft Sliding Doors now come with new snap-in top head guide equipped with spring-loaded nylon plastic rollers. The bottom hardware consists of nylon plastic rollers encased in a snap-in type housing. New plastic door pulls snap into each panel quickly and easily. Each panel has 2 door pulls.

All hardware is snapped in place in a matter of seconds. No bolts or nuts to fool with . . . cutting installation time to a minimum. Steelcraft Steel Sliding Closet Doors are shipped complete . . . everything in ONE package . . . ready to install.

THE STEELCRAFT MANUFACTURING COMPANY
(in Greater Cincinnati)

MAIL THIS COUPON TODAY!

The Steelcraft Manufacturing Co., Dept. AB-754
9017 Blue Ash Rd., Rossmoyne, Ohio

Please send me full information on Steelcraft SPACEMAKER Sliding Steel Doors with new Snap-In Hardware.

Name..... Title

Company.....

Business Address.....

City.....Zone.....State.....

What makes them fall in love with a home?



More often than not, it's the *conveniences* in a home that play cupid with the prospects and help them decide to buy. You get just such a sales clincher with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance!

Wives like the way Dura-seal keeps out dirt and dust . . . gives them a clean house the year 'round. *Husbands* like the way Dura-seal saves them up to 30% on fuel costs. *Everybody* enjoys the smooth, silent way Dura-seal equipped windows glide up or down.

So . . . make it a point *now* to use Zegers Dura-seal! Builders: see your lumber dealer—Lumber Dealers: see your sash and door or millwork jobber.

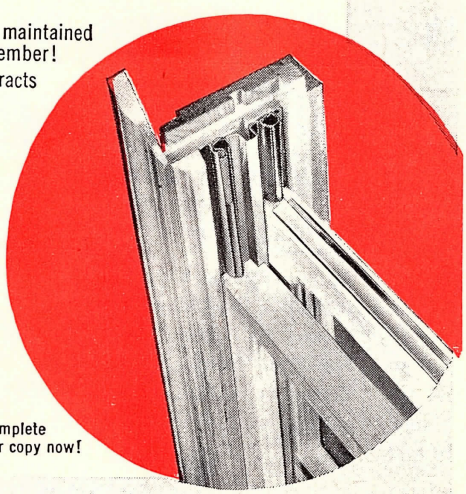
ZEGERS, Incorporated
809 South Chicago Avenue, Chicago 17, Illinois

- Complete and constant air seal maintained with one piece, flexible jamb member!
- Easy to operate when sash contracts and expands with the weather!
- No noise with exclusive Si-Vel coated counterbalance springs!



FREE FOLDER . . .

"Facts on Weatherstripping . . . gives complete information on Dura-seal. Send for your copy now!

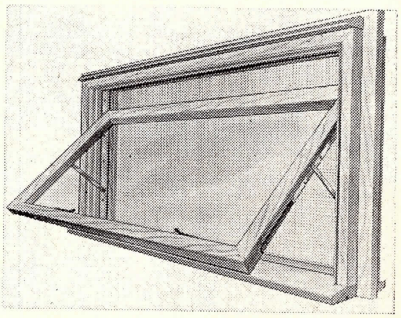


ZEGERS
Dura-seal
COMBINATION METAL WEATHERSTRIP—SASH BALANCE

new products

AWNING WINDOW AB75410

Modular awning-type panel window features "deep freeze squeeze" weatherstripping and a roll-up type screen which ends the task of changing screens and storm sash. Conventional storm sash is eliminated through use of double-paned insulated glass, or if single pane glazing is used, a stainless



steel framed dual glazing panel is affixed flush on the inside of the sash. Screen is attached to inside of window and is rolled up and down like a window blind; when not in use, screen can be rolled up out of sight.

Air infiltration is checked by weatherstripping; entire frame of window is sealed with neoprene-coated sponge rubber flanged bead, making window impervious to water, oil and sunlight. When sash is closed, it compresses against weatherstripping, sealing entire perimeter of frame. Window is designed to fit standard four-inch module brick and six-inch module SCR brick. Operating hardware permits window opening to nearly 130 degrees. Builders Products, Inc., Dept. AB, 7555 Bessemer Ave., Cleveland 4, Ohio.

BATHROOM CABINETS AB75408

The "Space Maid" bathroom cabinets are designed to provide storage space for items used in the bathroom which are too bulky to fit into a standard medicine cabinet. Designed for new houses and remodeling jobs, the Model "A" is engineered to recess into the wall around the vent pipe. It is installed directly above the toilet, recesses 5½ inches into the wall and extends out over the water tank 7 inches. Divided into nine compartments, it contains over four cubic feet of storage space, and measures 24 inches wide by 30 inches high. Inside depth is 11¾ inches. Installed 52 to 54 inches from the floor, it provides out of the way storage in otherwise unusable space.

The Model "B," designed for existing houses, is mounted on the surface of the wall. It contains a total of 3⅓ cubic feet of storage space and is also divided into convenient compartments. Both models are made of heavy-gauge cold rolled steel with baked-on white enamel finish. Builders Manufacturing Co., Dept. AB, 1514 Brown-Marx Bldg., Birmingham, Ala.

◆ *FOR MORE INFORMATION USE COUPON, PAGE 160*

ANNOUNCING

2 important improvements in Armstrong's Temlok Sheathing

Armstrong's Temlok Sheathing now offers the combined advantages of an impregnated and a coated board.

1. NEW, BLACK "RAIN-SHIELD" FINISH. A new "Rain-Shield" coating has been baked right onto Temlok's outer face to give two-way weather protection. It keeps out rain yet allows vapor to pass through freely from inside the house, preventing harmful condensation inside the wall.

To the builder, "Rain-Shield" Temlok means faster construction. Since this protective finish sheds water, the exterior finish of the house can be applied immediately after a rain storm without waiting for the sheathing to dry. When Temlok is cut, the board is still protected because each fiber is individually coated. The new "Rain-Shield" coating cuts clean, too, will not gum up the saw.

2. NOW STRONGER THAN EVER. A new binder is now being used in Temlok Sheathing. Laboratory tests demonstrate that the new Temlok Sheathing exceeds all strength requirements of Federal Specifications for insulating sheathing by a far wider margin than ever before. For example, the test on "transverse strength" (the force required to break a sample in two) rates the new Temlok over 2½ times the required standard, and about 50% stronger than before.

In addition to these new features, Temlok still offers the many extra advantages it has always had. Temlok's easy-to-handle sizes cut building time and cost. Its wood fiber composition adds efficient insulation to a house, reducing the cost of both heating and air conditioning.

For full details on the new Armstrong's Temlok Sheathing, see your Armstrong lumber dealer or write Armstrong Cork Company, 3707 Rider Avenue, Lancaster, Penna.



Armstrong's Building Materials

M-67® Monowall® • Cushiontone® • Temlok® • Hardboards • Insulating Wool • Counter-top Cement

LATH and plaster with

Certified Craftsmanship

PLEDGE OF PERFORMANCE

We hereby pledge that all lathing and/or plastering

performed by us for Jones Brothers ON Tower Apts.

will be (is) in accordance with the Code of Standard Practices

for Lathing and Plastering,

established by the National Bureau for Lathing and Plastering.

BY E. A. Taylor

June 1, 1954 DATE



Certified Craftsmanship

IN ACTION IN OVER 40 CITIES

● Plastering contractors in more than 40 major cities are offering Certified Craftsmanship certificates. As members of local chapters of the National Bureau for Lathing and Plastering, they have subscribed to the Bureau's recently adopted Code of Standard Practices for Lathing and Plastering.

● *The Certified Craftsmanship Certificate* is a written commitment to work schedules, job cooperation, work of craftsmanship caliber and nationally recognized standards of quality. A certificate is yours for the asking from lathing and plastering contractors adhering to the Code of Standard Practices for Lathing and Plastering.

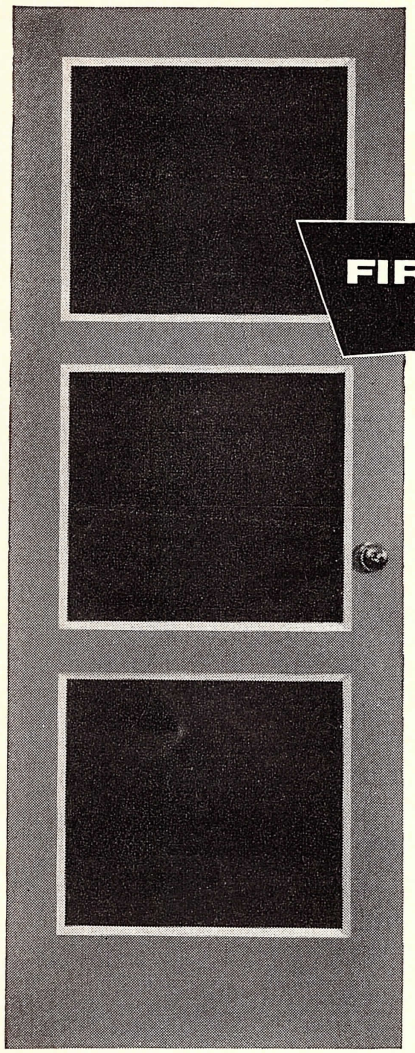
We suggest a thorough reading of the Code of Standard Practices which appears on the back of every pledge. Ask your lathing and plastering contractor for a copy.

This is the emblem of the National Bureau for Lathing and Plastering. It symbolizes high standards of job performance and responsibility.



Associated Manufacturers
of Lathing and Plastering Materials
520 N. Michigan Avenue, Chicago 11, Illinois

FINISHING LIME ASSOCIATION OF OHIO • GYPSUM ASSOCIATION
METAL LATH MANUFACTURERS ASSOCIATION
PERLITE INSTITUTE • VERMICULITE INSTITUTE



built-to-last

FIR PANEL DOORS

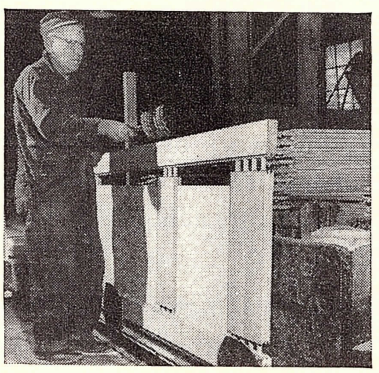
won't come apart

...won't warp

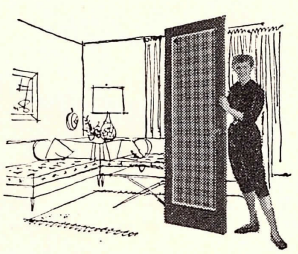
...stay straight

DEPENDABILITY... a word with real meaning if you use fir panel doors. Hang them, then forget them—secure in the knowledge that you won't have to repair or replace them in a year or in twenty years. This is dependability that means dollars to home builders. And speaking of dollars, fir panel doors with all their plus features, cost less than most doors on the market—two to three dollars less. More home for the money? That's exactly what you can offer if you include fir panel doors.

Charlie Rogers is typical of the proud craftsmen that maintain the traditional quality in every fir panel door. Each door is meticulously put together. Each is made with carefully selected straight grain Douglas fir. Each carries the FDI hallmark to assure exacting U.S. Commercial Standard requirements.



restyled FIR PANEL DOORS add buy-appeal



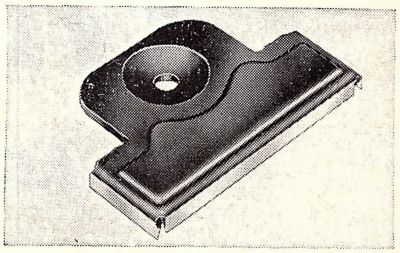
More color, more texture are the modern decorative themes. Restyled fir "picture-panel" doors provide both. Wider, flat bevel molding frames the panels for exciting decorative treatments . . . makes the door a dramatic room feature. Make your interiors come alive . . . add eye-interest, buy-interest in the homes you build.

CALL YOUR REGULAR SUPPLIER OR WRITE FIR DOOR INSTITUTE, TACOMA, WASHINGTON

new products

BUTT MARKER **AB75419**

This new butt marker has been designed to cut perfect mortises in shorter time. Said to be easy to use, the tool has three cutting edges. Door and jamb are marked for the top of the hinge



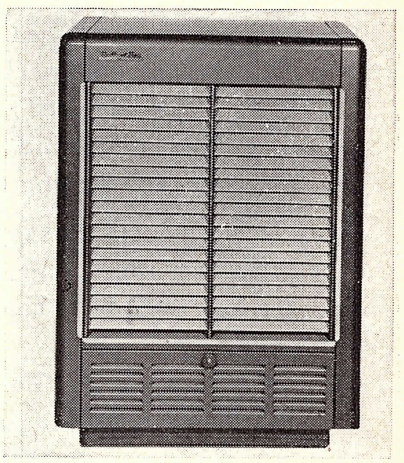
leaf. One cutting end of the butt marker is positioned on the line, with stops against the side of the door. Marker is then struck on each end, driving the three cutting edges to the desired depth. A press on the handle releases the tool. Mortise is completed by removing material with a chisel.

The tool is available in three sizes for standard buts—3, 3½ and 4 inches, individually packed in plastic carrying case. Wood block permanently fastened in case protects cutting edges of tool. Stanley Tools, Dept. AB, New Britain, Conn.

SPACE HEATER **AB75424**

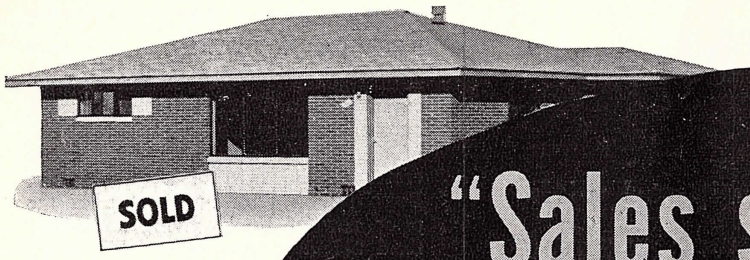
Console type space heater, Model 5000, heats, circulates, filters and humidifies. It is engineered for all gases and for high altitude operation; it is AGA approved. A built-in draft diverter provides protection against both down- and up-drafts.

A Fiberglas-insulater cabinet protects hands and reduces heat absorption,



while insuring centralization of heat supply for directed delivery, resulting in more effective heat distribution. Heat delivery is attained by a 16-inch, four-blade fan. Directional louvers assure heating from floor upward. Two-part assembly facilitates installation. Unit is rated at 50,000 Btu's input. The Ohio Foundry & Mfg. Co., Dept. AB, 629 Slack St., Steubenville, Ohio.

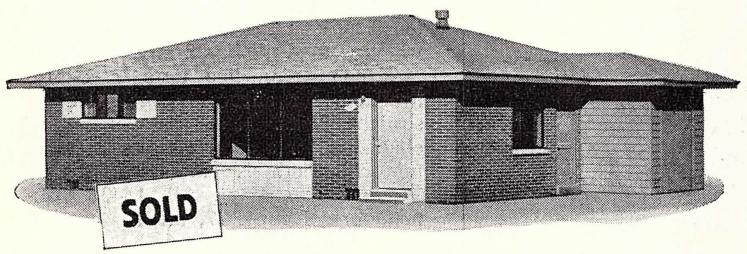
◆ *FOR MORE INFORMATION USE COUPON, PAGE 160*



"Sales stay ahead of starts with SCR brick®"

PAT. PENDING

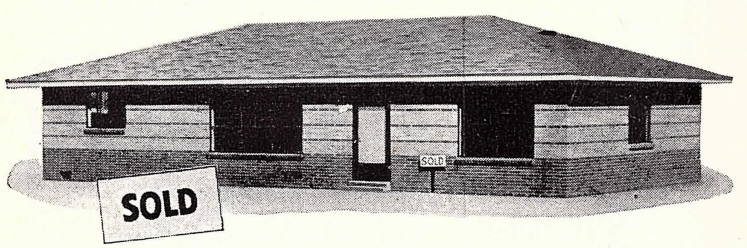




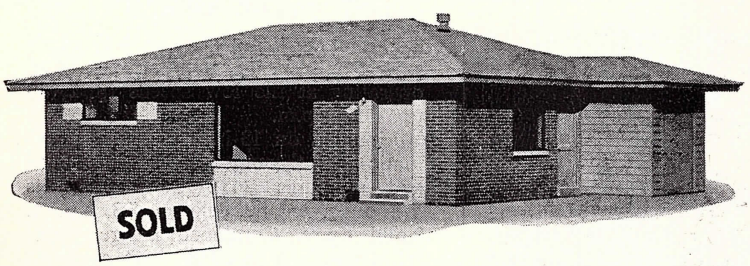
says Denver Builder Gib S. Egan,

General Manager of Westcraft Homes, Denver, Colo.

"We are definitely sold on 'SCR brick' construction. Five brick masons and two helpers produce a house a day for us. Since December 1, 1953 we have built 105 3-bedroom houses in the $11,875-$14,225 range—and sales continue to stay out ahead of starts."



Profit by this typical builder's report on "SCR brick"—a thru-the-wall unit that gives you all the extra sales values of brick – and competes with frame costs.



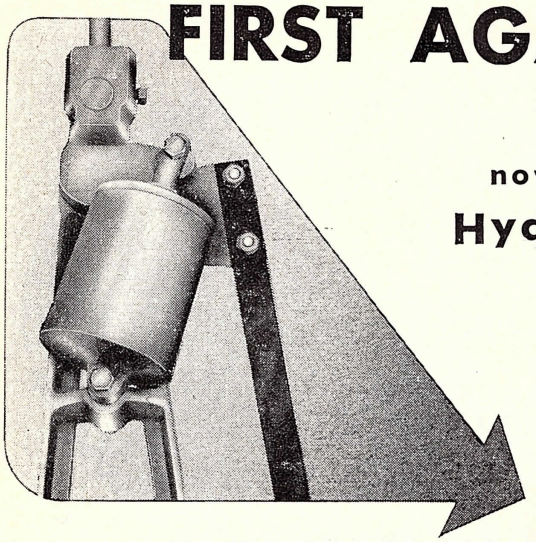
Send for useful free booklet *"How to Build Homes that Sell with the 'SCR brick'." Gives full construction details. Address Dept. AB-7.*

STRUCTURAL CLAY PRODUCTS INSTITUTE

1520 18th Street, N. W., Washington 6, D. C.

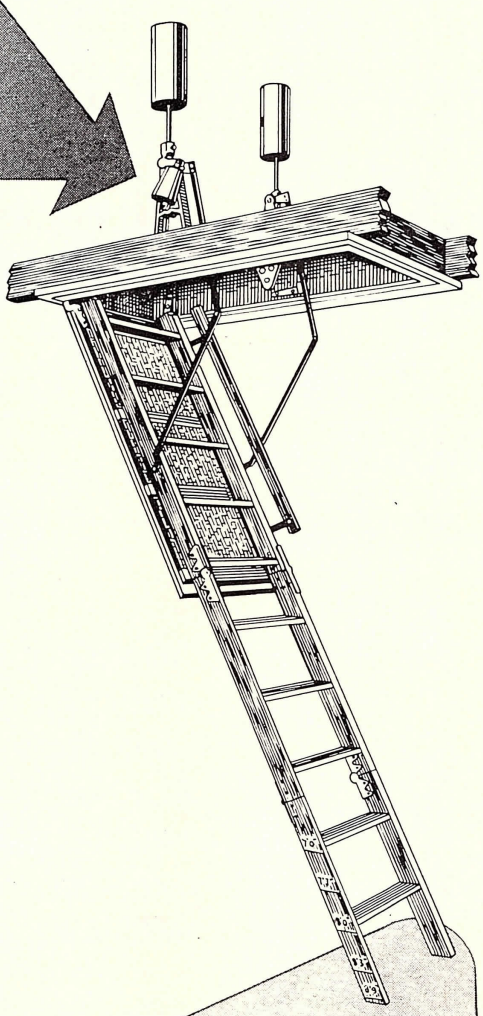
SCPI STRUCTURAL · CLAY · PRODUCTS · INSTITUTE WASHINGTON, D.C.

Precision Folding Stairway FIRST AGAIN!



now equipped with
Hydraulic Safety Checks

1. Prevent slamming on opening and closing.
2. Operate stairway silently, safely, without effort.
3. Close stairway completely.



5 YEAR
written guarantee furnished with each stairway

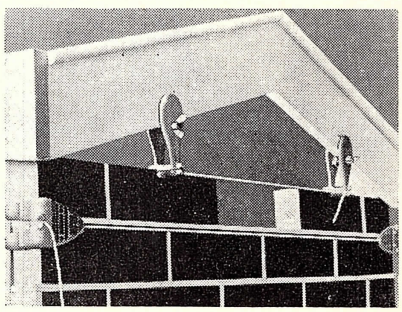
Add safety checks to present PRECISION Stairways at small cost.

Manufactured by
PRECISION PARTS CORP.
400-AB North First Street . . . Nashville 7, Tennessee

new products

BRICKLAYING GUIDE AB75409

A line-guide fastener for fast and accurate brick or block laying at the gable ends of buildings has been widely tested. Made of heavy-duty aluminum, it operates by the twist of a thumbscrew. Bottom limit rests on the top of the prior row of brick, giving a positive fixed height of line; device is said to operate equally well with any pitch of

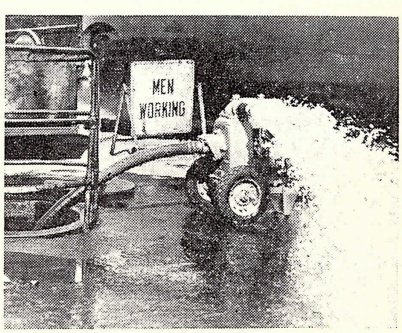


face-board. Moving from one row to another is simply a matter of sliding the fastener up the face and re-tightening the thumbscrew. The line is fastened by a pull of the cord into a vee, which wedges the line firmly into place.

A companion line fastener is also available for anchoring chalk-line on straight walls. Need for retying of chalk-line for a complete wall of same uniform width is eliminated. Beaver Products Co., Dept. AB, 15438 Oakfield Ave., Detroit 27, Mich.

TWO-INCH PUMP AB75411

Rated at 10,000 g.p.h., this unit pumps all the water that can be pulled through a two-inch suction line under average pumping conditions. A 28-inch vacuum



at the intake is not unusual, its makers say. It delivers its rated capacity when operating at the low speeds of 2,400 to 2,550 r.p.m.

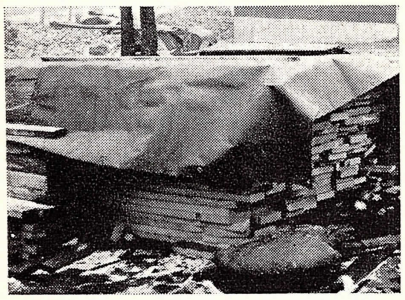
Mounted on 13-inch diameter pneumatic tires, the unit weighs 190 pounds and measures 24x21x26 inches. Its Wisconsin engine delivers 5.3 h.p. at 2,500 r.p.m. Combined inherent and jet priming, lubricated shaft seal, reversible liner plate and an impeller that is adjustable for wear are included. The Jaeger Machine Co., Dept. AB, 521 Dublin Ave., Columbus 16, Ohio.

♦ *FOR MORE INFORMATION USE COUPON, PAGE 160*

TARPAULINS **AB75416**

Brownskin tarpaulins provide a new covering material for protection of goods and equipment in outdoor storage. Made of two laminated layers of tough, asphalt-impregnated Brownskin, these tarps are reinforced with Fiberglas cloth for extra strength, creped for greater flexibility.

Tarps are waterproof and rot-resistant. They are grommeted at 24-inch intervals for quick and easy securing. Highly durable, according to their mak-

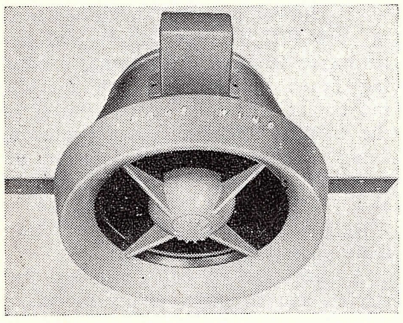


ers, they have a wide range of applications. Available in six standard sizes, ranging from 8x10 feet up to 15x30 feet. Angier Corporation, Dept. AB, Framingham, Mass.

CEILING VENTILATOR **AB75404**

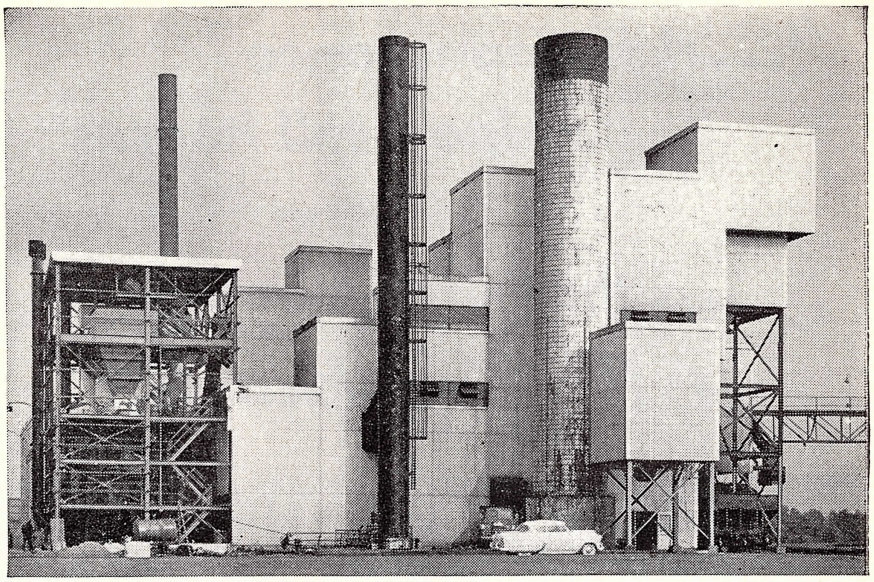
Axial flow principle of air movement incorporated in this unit enables it to develop 300 c.f.m. Deep intake scroll is 11 inches in diameter and incorporates a drip-proof feature. Fan is said to develop unusual pressure flow characteristics and operates with a minimum of noise.

Housing measures only 5½ inches high, permitting installation in restricted joist space. Straight-through air flow of axial design eliminates need for



elbows in duct work for vertical installations. Mounting bars extending from housing facilitate nailing unit in place. Electrical work is simplified, as the conduit box is fully exposed. Design incorporates air-foil shaped blades mounted on large diameter hub, concentrating the air to outer part of blades where greatest pressure is produced. Trade-Wind Motorfans, Inc., Dept. AB, 5725 S. Main St., Los Angeles 37, Calif.

◆ *FOR MORE INFORMATION USE COUPON, PAGE 160*



MR. MERLE C. KELCE, of the Sunlight Coal Company, St. Louis, Mo. says they specified Kaiser Aluminum corrugated industrial sheet for their Lynnville, Indiana plant (above) because, in his words:

"Aluminum sheet gave us best value"

"ALUMINUM SHEET was an obvious choice for our Lynnville plant," says Mr. Kelce, "because it was lower in cost than any other building material offering so many advantages.

"The corrosion resistance of Kaiser Aluminum sheet was a big plus, because the plant is subjected to corrosive fumes and gases. And of course, aluminum sheet is so strong and durable it will last many years without maintenance of any kind."

Not only does Kaiser Aluminum Industrial Roofing and Siding give extra value at low cost, it provides immediate savings. Its light weight means reduced transportation, handling and erection. In addition, it often requires a lighter, less-expensive under-structure.

For A.I.A. File and complete information contact any Kaiser Aluminum sales office listed in your telephone directory. Or write Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office,* Palmolive Bldg., Chicago 11, Ill.; *Executive Office,* Kaiser Building, Oakland 12, Calif.

Kaiser Aluminum

Industrial Roofing and Siding

Get all these advantages with Kaiser Aluminum Corrugated Sheet

Light Weight—Reduces transportation costs. So easy to handle that construction is faster, lower in cost. Often permits the use of lighter, less expensive framing.

Strong—The increased depth (⅞") of the corrugations of Kaiser Aluminum Roofing provides greater load carrying capacities over the longer spans required in modern industrial construction.

Corrosion Resistance—High resistance to most industrial fumes. Can't streak with red rust stains. Maintains its attractive appearance indefinitely.

Low Maintenance—Never needs painting. Resists heavy winds and hail.

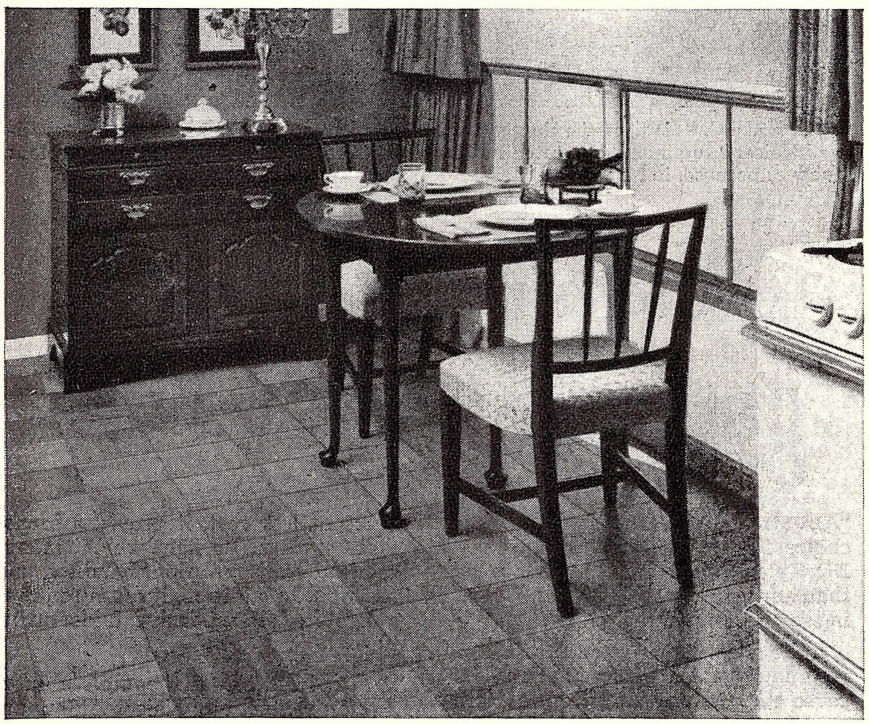
Cooler, Brighter Interiors—By reflecting hot sun rays, aluminum keeps interiors as much as 15° cooler. Aluminum's high reflectivity insures extra interior heat.

Low Cost—Provides a combination of advantages not available in other materials at any price.

"...rich appearance helped sell houses"

—W. P. "Bill" Atkinson
Oklahoma City Builder-Developer

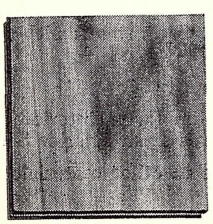
...that's the beauty of Higgins Block



No wonder builder after builder is chalking up big selling successes with Higgins Block. Just look at the blocks themselves, with all the well-loved grain and texture effect of oak. And just look at the specifications:

- **9"x 9" net face hardwood blocks —easy to install**
- **3-ply cross-grain construction— when properly installed will not warp, buckle, cup or crack**
- **Selected oak face—comes with final finish**
- **Pressure bonded with marine-type glue—water-repellent, climate-proof**
- **Deep-impregnated with famous "Penta"— rot-proof, termite-proof**
- **Grooved back anchors into adhesive—quiet and comfortable**
- **Can be laid *without* special preparation directly on concrete slab—ideal for radiant heat**
- **Blocks fit flush—*without* large, visible V-grooves**

Higgins INC. **BONDED HARDWOOD BLOCK FLOORING**
THE WORLD-FAMOUS BOAT BUILDERS



Use this coupon for free sample block and literature
Higgins, Inc., Dept. A-74, New Orleans, La.
Gentlemen: Please send sample block and literature to

Firm Name.....

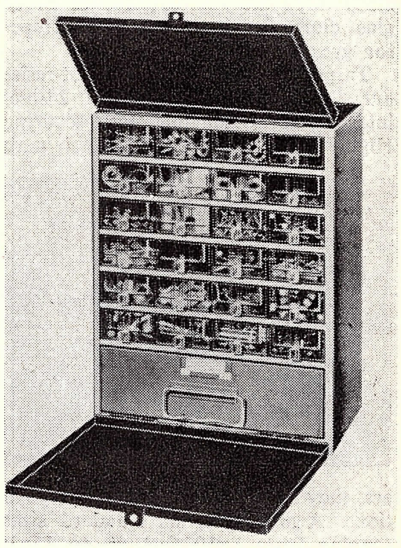
Address.....

City.....Zone.....State.....

new products

DRAWER CABINET AB75413

Small parts drawer, useful to builders, service- and repairmen, provides space for equipment, supplies and parts in its plastic drawers. Welded, all-steel cabinet



is rigidly constructed and tested to carry a 100-pound load. Front doors have padlock hasps. Steel cabinet back has four keyholes for wall hanging. Handles are provided for carrying cabinet to job.

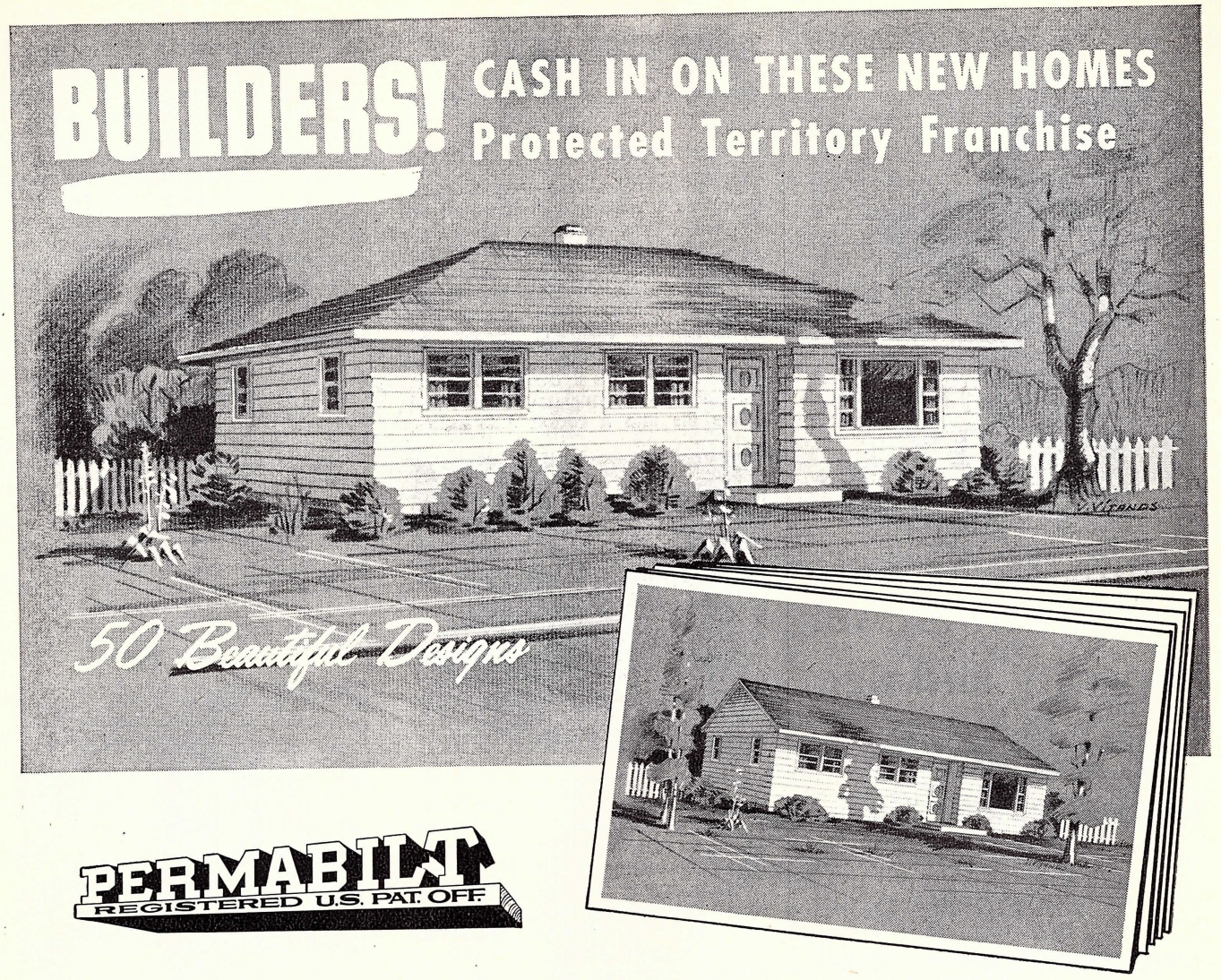
Standard unit measures 15¼x12½ inches and is 6½ inches deep; cabinet has 24 plastic drawers and one large steel drawer at bottom. Dividers for plastic drawers provide 72 adjustable compartments. General Industrial Co., Dept. AB, 5738 Elston Ave., Chicago 30, Ill.

POWER WHEELBARROW AB75403

The Moto-Bug, a power wheelbarrow which can be converted to flat bed truck or fork lift, has new safety and performance features. An internal expanding brake system stops all machine movement when operator's foot is off the treadle, affording extra protection against operator carelessness or unforeseen accident. On the fork lift version, soft core rubber tires for all wheels add to driver's comfort; eliminate possibility of blowouts.

A cog-type V-belt reduces belt stretch and slippage, giving more efficient transmission of power from the six h.p. gasoline engine to the drive wheels. A vertical clutch control lever furnishes neutral, forward and reverse positions; it is placed within easy reach of the operator. New steering wheel height is now 3½ feet above riding platform on all current models. Double wheels, standard on drive axle of fork lift version, are now cast in one piece for greater stability. Kwik-Mix Co., subsidiary of Koehring Co., Dept. AB, 3029 W. Concordia Ave., Milwaukee 16, Wis.

◆ *FOR MORE INFORMATION USE COUPON, PAGE 160*



PERMABILT
REGISTERED U.S. PAT. OFF.

WE ASSIST YOU WITH FINANCING

Easily financed at $55 to $75 per month after down payment, Permabilt Homes offer you beauty and quality at prices buyers can pay. The new Ranchette Models shown above are only two of our wide range of sizes in 2 and 3 bedroom plans. Models are designed for slab, crawl space or basement, with attached garage optional when desired.

Permabilts are shipped as a complete package with factory fitted and assembled wall panels and roof trusses. Windows and doors are installed, glazed and weather-stripped.

Permabilt Homes are built by proven construction methods from quality materials and assure the buyer a sound investment for life. All plans are FHA and VA approved. Completely weather-proofed and insulated, Permabilt Homes are comfortable in any climate.

WRITE FOR FULL DETAILS

Some protected territories are available to financially responsible builders, investors, or sales agents. Write today for details and start cashing in on this quality line of factory built homes.

MANUFACTURED HOMES, INC.

223 S. Kalamazoo Ave., Marshall, Michigan

WE INVITE YOU TO VISIT OUR MODERN PLANT AT MARSHALL, MICH.

specify...Cabot's



profitable

Join the trend to stain finishes!

I specify and use

Cabot's

Ranch House Hues

on exterior woodwork

Perfect Stain Finishes for shingles, siding, clapboards (new or weathered). Cabot's Ranch House Hues provide a distinctive and practical finish in today's most wanted colors to blend or contrast with natural surroundings.

You'll appreciate Cabot's Ranch House Hues particularly because they

- Go on fast, easily.
- Never peel or blister.
- Cost less than half as much as good house paint.
- Come in 14 exciting modern shades.

Check these and other advantages you'll find in Cabot's Ranch House Hues by mailing this coupon now for your color card.

When you use Cabot's you insure customer satisfaction.

Samuel Cabot

SAMUEL CABOT INC.

724 Oliver Bldg., Boston 9, Mass.

Please send me color card on Ranch House Hues.

_____

_____

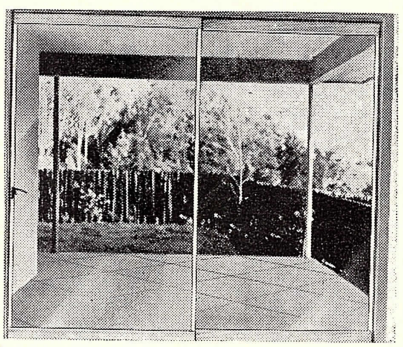
_____

new products

GLASS DOORWALL AB75406

This "packaged" sliding glass doorwall is shipped in a specially designed carton adapted to the particular door size. Combining vertical lines of aluminum with hardwood ash, the "Horizon" sliding glass doorwall features low assembly and installation costs. It is said to be particularly applicable for installation in low and medium priced homes.

The packaging is so designed that the knocked down unglazed door and frame fits into a carton 5x8 inches,



with a length corresponding to the greatest dimension of the door unit. The package contains everything required for the assembled door (except glass), including hardware, screws, weatherstripping and frame. Available sizes range from 6 feet by 6 feet, 10 inches to 16 feet by 6 feet, 10 inches, and a variety of sliding arrangements. Average door unit can be assembled and glazed at point of distribution by a two-man crew in approximately 30 minutes. Horizon Door Co., Dept. AB, 1426 Flower St., Glendale 1, Calif.

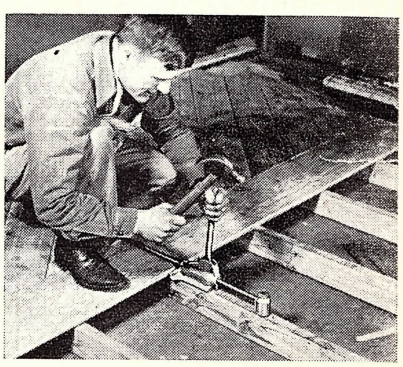
FORM LACQUER AB75417

A clear lacquer for use in application to builders' wooden concrete forms is known as "Form-Lac." Used as a heavy coating, it averages 125 square feet per gallon with brush application. The compound will not stain or soil by adhering to cement or concrete, its makers say. When "Form-Lac" has been applied, the concrete form can be used up to 20 times without reapplication.

Use of "Form-Lac" is also said to result in savings on Masonite and plywood. To achieve smooth surfaces, a Masonite facing over second quality plywood backing is often used; with the use of "Form-Lac" the Masonite and backing sheet is eliminated by using first quality plywood sheet coated with the new compound. The National Chemical and Plastics Co., 1422 Philpot St., Baltimore 31, Md.

FLOOR-LAYING TOOL AB75407

A new tool called "Bord-Jak," patterned on the lever principle, similar to a jack, is designed for quick application of flooring, siding and sheathing with the tightest possible joints. Even warped boards can be forced into line and held in position for easy and accurate nailing, according to the maker. Square faced or t&g flooring or siding can be brought into close alignment without hammering the lumber. A tap of the hammer against the anchor head sets it into position on the joints, and lever action against the pressure plates



squeezes the boards tightly together and holds them in position, leaving hands free for nailing.

Spreading and squeezing joists or studs that bow too closely together can be accomplished by using accessory feet which are a part of each tool. After alignment has been made, studs or joists are held in accurate position until nailed or anchored to hold permanently. Maco Corporation, Dept. AB, Huntington, Ind.

USE THIS COUPON FOR MORE INFORMATION ON NEW PRODUCTS AND CATALOGS IN THIS ISSUE

Save Time—Just Insert Key Numbers and Mail To:
American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name .....

Address .....

City ..... **State** .....

Please indicate whether you are

Builder ( ) **Dealer or Distributor ( )** **Other ( )**

No.	**No.**	**No.**	**No.** .....
No.	**No.**	**No.**	**No.** .....
No.	**No.**	**No.**	**No.** .....

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder



REMINGTON STUD DRIVER saves up to 80% on fastening costs....lets you bid lower!

"Helped me land a big job I never counted on"—says a Texas contractor about the Remington Stud Driver. And you quickly realize how he did it when you see this powder-actuated tool drive 4 and 5 studs per minute in steel and concrete. That means real savings in time and labor.

Compact and portable, the Stud Driver weighs only 6 pounds and requires no outside source of power. It's ready to *go*—any time, anywhere, even in confined places inaccessible to ordinary fastening methods. And with the power of its 32-caliber cartridge, you know a stud is set to stay!

What's your fastening job?

Whether anchoring wood plates to concrete floors or hanging radiator housings to concrete or brick—you can depend on the Remington Stud Driver to save you money. Send the coupon below for further information.

TYPICAL QUESTIONS FROM A CONTRACTOR

QUESTION:
Where can I get some of those new templates your company has issued?

ANSWER:
Your Remington Stud Driver distributor will be glad to supply you with templates, free of charge. They help make fast, accurate anchoring a cinch.

"If It's Remington—It's Right!"

Remington DUPONT

Listed & Approved by Underwriters' Laboratories, Inc.

MAIL THIS COUPON TODAY



Industrial Sales Division, Dept. A.B.-7
Remington Arms Company, Inc.
Bridgeport 2, Connecticut

Please send me a *free* copy of the new booklet showing how I can cut my fastening costs.

*Name*_____

*Position*_____

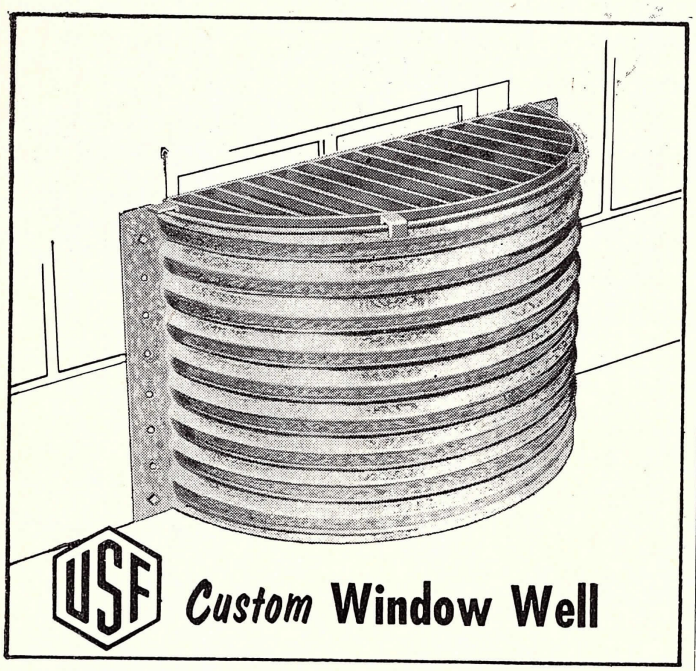
*Firm*_____

*Address*_____

*City*_____ *State*_____

New BAR-GRILLE

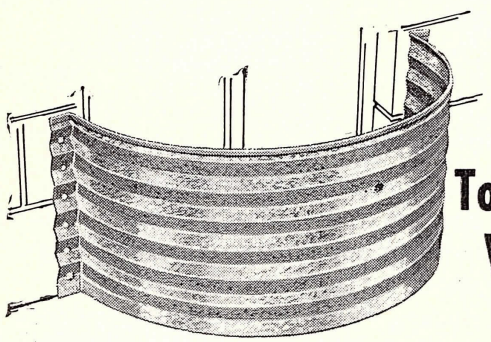
Lets all the light in... keeps the trash out



USF *Custom* Window Well

Newly Designed Bar-Grille

Get this positive welded steel safeguard for window openings, newly designed by USF of sturdy, ¼" x ¾" steel bars spaced on 2" centers in ¼" x 1" frame. Sizes and styles to fit round and straight type window wells. Note how design permits all the light to enter . . . bars all else!



USF

Top Quality Window Wells

For finest construction specify USF *Custom* deep corrugated Window Wells . . . round or straight type. There's none better sold.

Where economy must be best served . . . it's USF Standard streamline corrugated round Window Wells (illustrated) . . . they're expansible to most window sizes, sturdy, low cost.

UNITED STEEL FABRICATORS, INC.

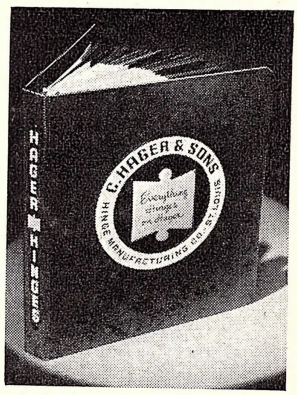
USF USS STEEL

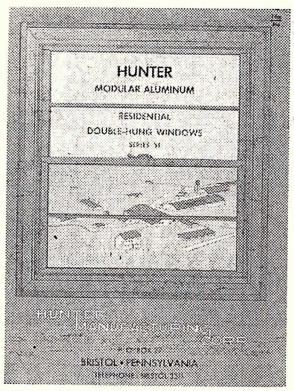
WOOSTER, OHIO

Catalogs—

and Manufacturers Literature

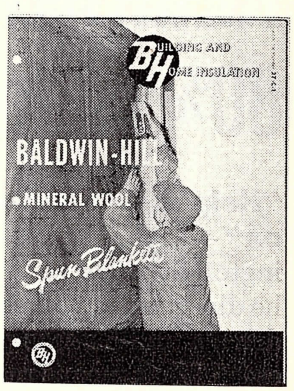
512 — HINGES—150-page catalog, fully indexed and completely organized is tab-indexed into 13 distinct hinge classifications for quick reference and convenience of the user. Preceding the hardware section are 26 pages which explain basic hardware information, such as proper hinge selection and applications, government type numbers correlated with manufacturer's catalog numbers, general information. C. Hager & Sons Hinge Mfg. Co., Dept. AB, 139 Victor St., St. Louis 4, Mo.





513 — DOUBLE HUNG WINDOWS — in standard modular widths and heights, have aluminum frames, eight different muntin styles, neoprene glazing bead, heavy extruded aluminum sections light in weight, neoprene weatherstripping for tight contact at meeting rails, stainless steel weatherstripping at jambs. Aluminum parts slide on stainless steel, providing self-lubrication. Hunter Manufacturing Corp., Dept. AB, P. O. Box 27, Bristol, Pa.

514 — MINERAL WOOL INSULATION — four-page folder entitled "Building and Home Insulation" tells how to apply mineral wool batts and blankets in structures. Typical specification is shown as a guide. Characteristics, properties, ease of handling, less waste of material in application, moisture resistance are discussed. Standard product sizes and packages listed. Conformance to federal standards also noted. Baldwin-Hill Co., Dept. AB, 500 Breunig Ave., Trenton 2, N.J.





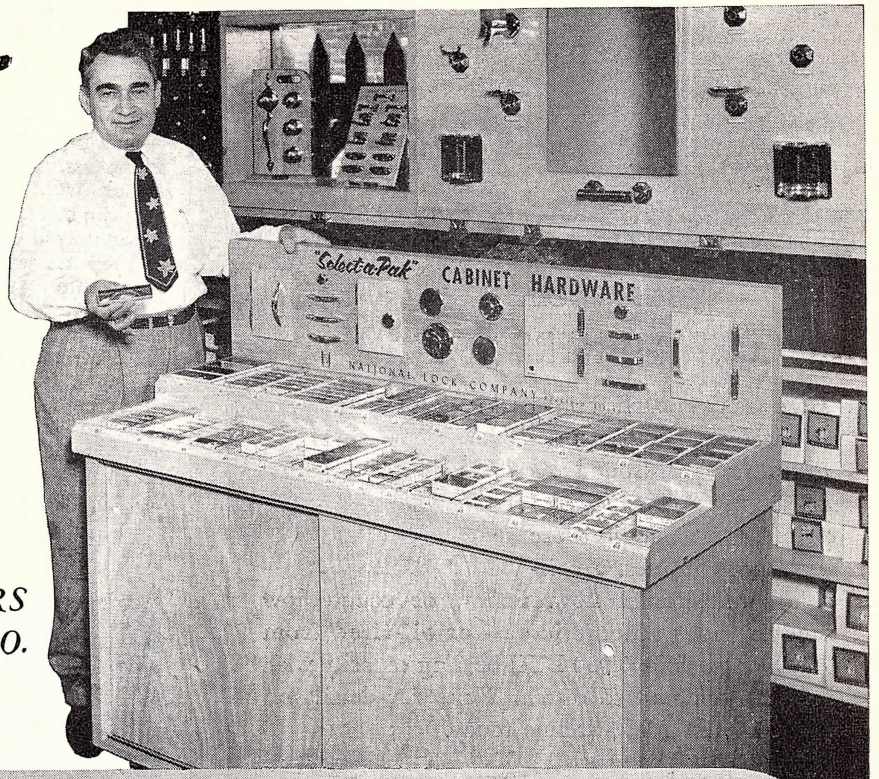
515 — SLIDING DOORS AND WINDOWS — 8-page catalog shows vent and divisional arrangements of horizontal windows; standard details of single glazed units; half-size details of double glazed units. Suggested installation details in various masonry, frame and stucco, and frame and siding construction are shown. Complete specification details included. Slide Master Glass Door & Window Co., Dept. AB, 9015 Wilshire Blvd., Beverly Hills, Calif.

◆ *FOR MORE INFORMATION USE COUPON, PAGE 160*

"Select-a-Pak" helps me build profits 4 ways!

Patent Applied For

... says EVERETT BIGGERS
CITY LUMBER & SUPPLY CO.
Rockford, Illinois



1 *"My National Lock 'Select-a-Pak' COUNTER DISPLAY increases impulse sales* National Lock cabinet hardware, forged iron hardware, concave knobs and small builders hardware sell on sight with the aid of this counter display. Many of our customers buy these items in addition to the merchandise they originally intend to purchase.

2 *"saves sales time* This attractive unit is a display, counter and demonstrator, all in one! Merchandise is always handy for examination and demonstration. It's a complete self-service hardware department that makes our sales efforts more efficient and profitable the year round.

3 *"And, too, these popular 'Select-a-Pak' SLIDE BOXES stimulate store traffic* Here's the feature that really sells our customers on National Lock hardware. They can buy one or a dozen items, all individually packaged. This protective slide box has a clear cover. It keeps hardware in full view. Available at no increase in cost, too.

4 *"save stock space* We save as much as 75% display and storage area with 'Select-a-Pak'. Our compact slide boxes and cartons take up a surprisingly small amount of space as compared to old-fashioned envelope packaging. We're sold on 'Select-a-Pak', any way you look at it."

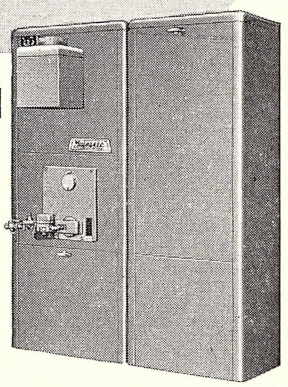
ASK YOUR WHOLESALER . . .
how "Select-a-Pak" will brighten your profit picture

distinctive hardware . . . all from 1 source

NATIONAL LOCK COMPANY
Rockford • Illinois

matched
For Year-'round Comfort
in any size home

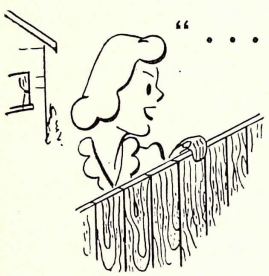
Majestic
year-'round
AIR CONDITIONERS



Here are the matched units to meet today's rising demand for year-'round air conditioning in moderate-priced as well as in more expensive homes. Available in horizontal flow, upflow or counterflow models, fully automatic gas- or oil-fired from 76,000 BTU to 400,000 BTU heating capacity with refrigeration unit to match. Write for details on this complete Majestic line today.

Majestic Quality — Since 1904 — Huntington, Indiana

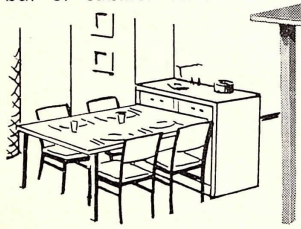
The Majestic Co., Inc.
433 Erie St., Huntington, Ind.

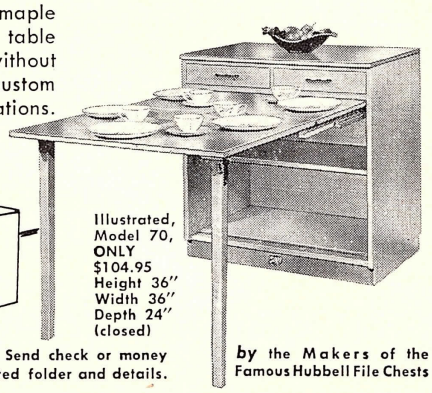


" . . . and the best part is
IT'S EQUIPPED WITH A
HUBBELL
CHESTABLE"

"THAT'S WHAT SOLD ME ON THE HOUSE . . . it's the most attractive room divider, gives me a handy place for the silverware, plenty of shelf room for even my biggest platters and bowls, *and* it opens out into a full sized dining table. And talk about quality . . . it's real custom furniture. Why, the builder even told me he couldn't have planned that cozy kitchen-living-dining room combination without the HUBBELL CHESTABLE."

MAKE PRACTICAL LIVING SPACE OUT OF WASTE ROOM . . . when you install or specify Hubbell Chestables you double space utility . . . cut costs, add buyer appeal. In amber maple with Formica top and table as a complete unit, or without top for installation in custom bar or cabinet combinations.





Illustrated, Model 70, ONLY $104.95
Height 36"
Width 36"
Depth 24"
(closed)

Sold only direct from factory. Send check or money order . . . or write for illustrated folder and details.

by the Makers of the Famous Hubbell File Chests

H. L. HUBBELL MFG. CO. Dept. AB-7—ZEELAND, MICH.

Catalogs

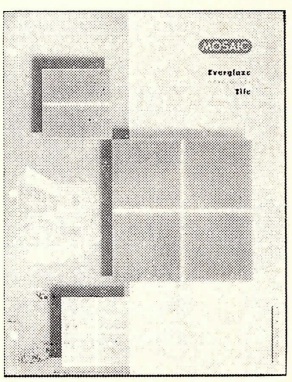
516 — GLASS JALOUSIES —built-in recess in jalousie frame assures positive protection with screen. Storm sash can be located in screen recess in cold weather. Head and sill are weatherstripped to assure positive seal. "Close-Tite" glass holder assures correct seal between louvers, removes excess load strains on mechanism. Rotational control allows maximum of 110-degrees opening. Nash Manufacturing Co., Dept. AB, Long Branch, N.J.





517—FORCED AIR HEATERS — this four-page folder explains the Royal Jet ductless forced air heating system. Unit eliminates ductwork in most homes, gives warm air outlets to every room, distributes even flow of heat and provides zonal heat control. Installation instructions and framing dimensions on recirculating and forced-flow types, with complete specifications are included. Royal Jet, Inc., Dept. AB, 1024 Westminster Ave., Alhambra, Calif.

518—HARD GLAZE TILE —four-page bulletin describes new glazed tile with tough mat-finish surface for walls, floors, counter tops and drainboards. Tile is stated to be impervious to moisture, grease, stains and chemicals; is also weather-, abrasion- and heat-resistant, and is said not to fade. Offered in 11 colors which harmonize with other manufacturer's floor and wall tile. The Mosaic Tile Co., Dept AB, Zanesville, Ohio.



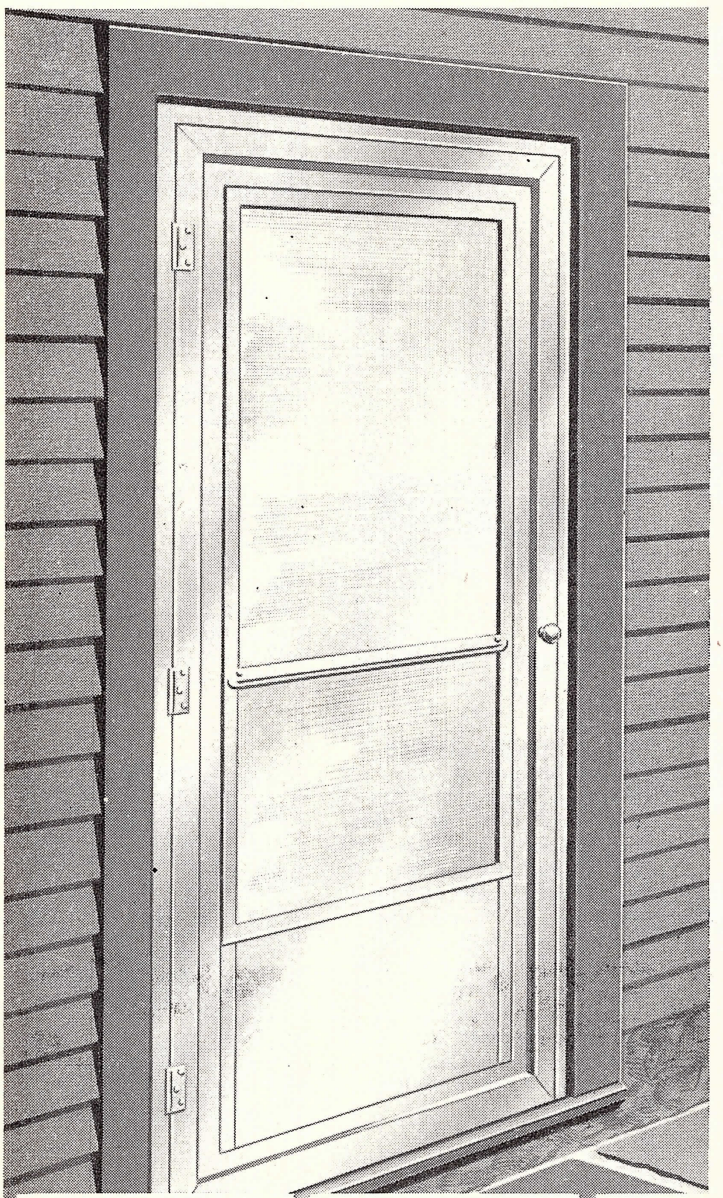


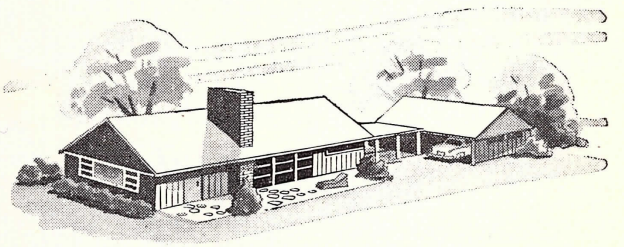
519 — AWNING WINDOWS—all-aluminum units have 3-inch wide heavy extrusions; 9-inch vents, each completely weatherstripped, have positive weathertight closing. Center torque bar operator is designed for easy operation, locks in any position. All vents lock when closed. Windows can be left open during rain which is deflected by vents and one-piece drip caps. Four-page folder contains complete data. Vent Vue Corp., Dept. AB, 90 Beacom Blvd., Miami, Fla.

◆ FOR MORE INFORMATION USE COUPON, PAGE 160

Add Distinction...Cut Costs... Boost Sales of Homes with

REYNOLDS ALUMINUM



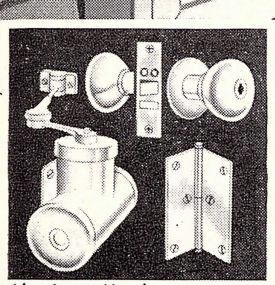


Aluminum combination storm-screen doors—along with aluminum storm windows and screens—make an immediate and powerful sales impression. The homebuyer knows they mean EASY to change from screen to glass... lighter weight to handle, no swelling or warping. And they make a house look so *modern.*

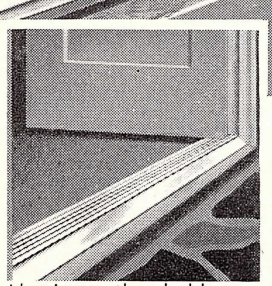
In more and more residential uses, aluminum creates this impression of modernity. Where design is important—as for hardware, doors, louvers, siding, thresholds—modern designers favor the white metal that gleams softly and never tarnishes. And in the most utilitarian applications—vents, ductwork—aluminum is preferred for long service at low cost.

For standard building products designed in Reynolds Aluminum, call your regular supply source. For other product requirements, call the nearest Reynolds Office listed under "Aluminum" in classified telephone directories. Or write to **Reynolds Metals Company,** General Sales Office, Louisville 1, Kentucky.

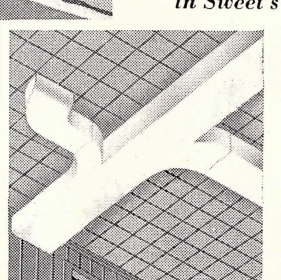
For quick reference see Catalog $\frac{5a}{Re}$ *in Sweet's Architectural File.*



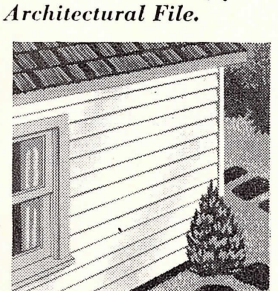
Aluminum Hardware attracts by its soft white lustre.



Aluminum thresholds are neat, clean, long-lasting.



Aluminum Ductwork insulates, minimizes heat loss.



Aluminum siding means permanent beauty. No rot, no warp.

Designed in REYNOLDS ALUMINUM ©1954 REYNOLDS METALS CO.

This Seal, color-printed on Aluminum Foil, is a new identification for Products or Parts "Designed in Reynolds Aluminum."

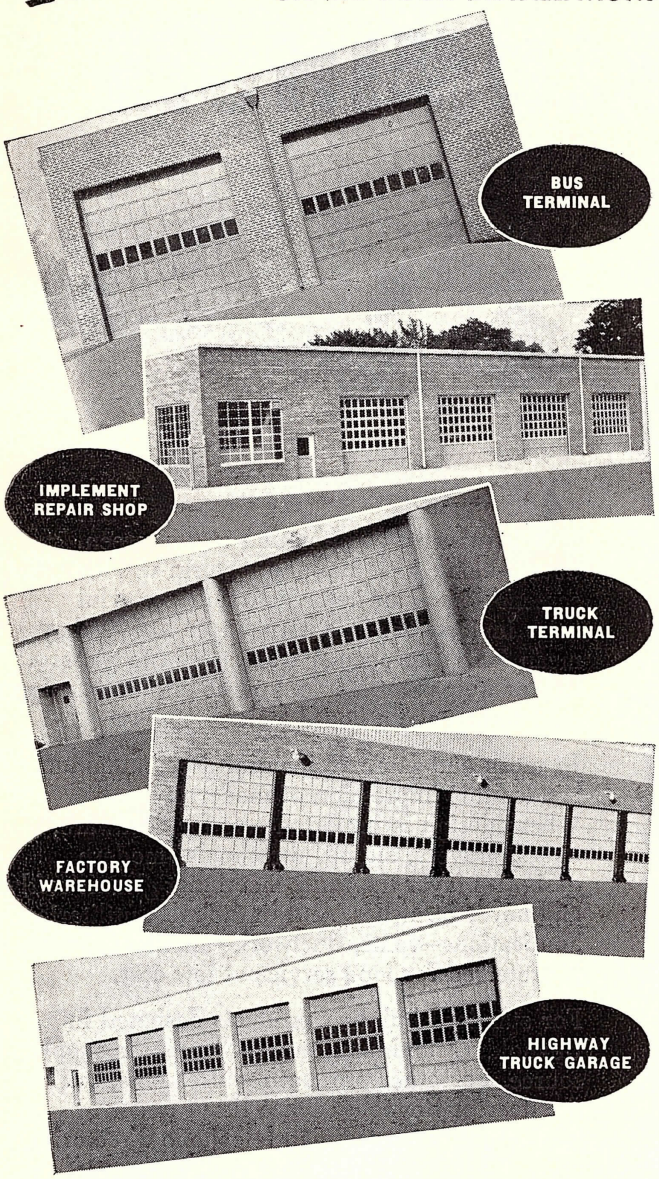
REYNOLDS ALUMINUM

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

WITH RAYNOR YOU ENJOY

Maximum Profit

ON BIG DOOR INSTALLATIONS



You'll find Raynor doors are designed and engineered with door building know-how that guarantees the ease of installation and trouble-free performance necessary for maximum profit to the builder who sells and installs them.

Raynor doors are built exclusively in Raynor factories—thus you are assured complete Raynor supervision—a feature of vital importance in producing the quality and dependability every builder desires in his source of Wood Sectional Overhead Doors.

Check your telephone book for the name of your nearest Raynor representative.

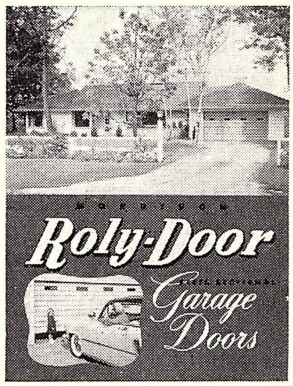
SEE OUR CATALOG IN SWEETS

RAYNOR MANUFACTURING COMPANY, DIXON, ILL.

Builders of a Complete Line of Wood Sectional Overhead Doors

Catalogs

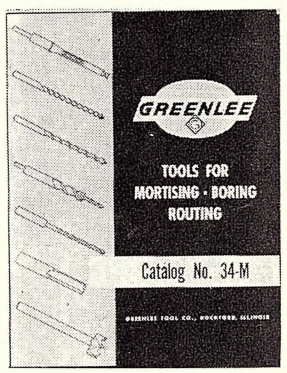
520—GARAGE DOORS—eight-page booklet presents line of "Roly-Door" steel sectional garage doors. Installations in various styles, sizes and types of homes shown. Features and reasons for easy operation covered in detail. Exploded view of unit shows sectional construction, close-ups of parts. Complete specifications given on 112 standard sizes, special equipment. Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo 7, N.Y.





521 — ALUMINUM JALOUSIES — described in four-page folder; windows feature exclusive two-inch adjustment in width, one inch on each side. Stainless steel wedges hold glass jalousies without screws; wedges are removable to replace glass when necessary. Also offer aluminum-frame storm door and jalousie door, with all hardware included and stainless steel fastenings throughout. Union Machine Co., Dept. AB, 708 Colfax Ave., Kenilworth, N.J.

522 — BORING TOOLS — 20-page catalog of tools for mortising, boring and routing, No. 34-M illustrates and describes in detail the manufacturer's complete line of hollow chisels and bits, machine bits and drills, router bits, dowel bits, plug cutters and countersink bits and drills. Sharpening instructions and a boring chart for wood screws included. Greenlee Tool Co., Dept. AB, 2204 Twelfth St., Rockford, Ill.





523 — STEEL KITCHEN UNITS—dishwashers, sinks, disposal units, base cabinets and countertops, wall cabinets, ventilators and specialty items are illustrated and described in this 12-page catalog. Available in variety of models for different size, shape or style kitchens. Units are finished in white enamel, offer many specialized features. American Kitchens Division of Avco Mfg. Corp., Dept. AB, Connersville, Ind.

◆ *FOR MORE INFORMATION USE COUPON, PAGE 160*



with HOMELITE Carryable GENERATORS

There's never a place where you can't save time and money with modern power tools. Your Homelite is easily carried anywhere . . . giving you instant dependable power . . . without power installation delays or costs . . . and without long, dangerous, current-cutting cables. Look into it. A Homelite Gasoline Engine Driven Generator is low in cost . . . in fact, negligible compared with the money it saves in merely a matter of months.

Send for complete bulletin.

Manufacturers of Homelite
Carryable Pumps • Generators
Blowers • Chain Saws

PERFORMANCE · DEPENDABILITY · SERVICE

HOMELITE CORPORATION

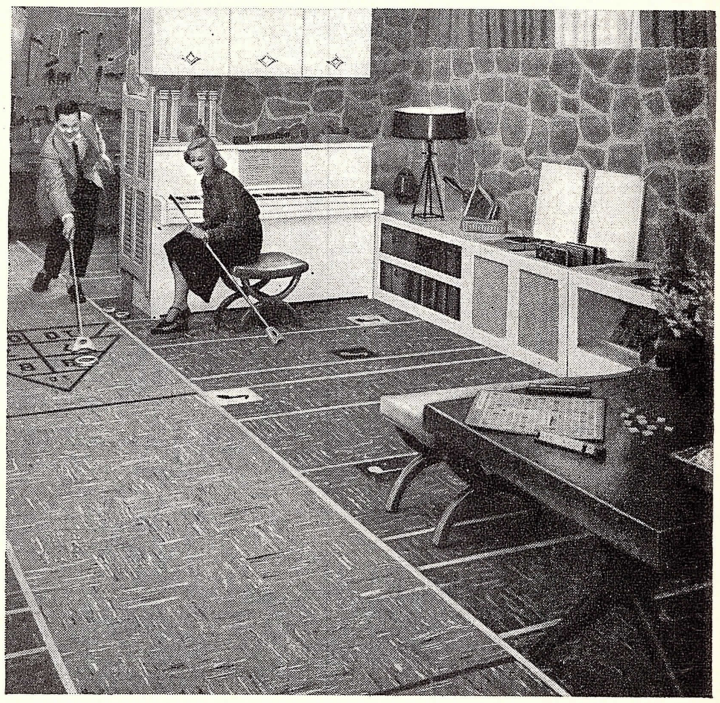
507 RIVERDALE AVENUE • PORT CHESTER, N. Y.

Canadian Distributors: Terry Machinery Co., Ltd., Toronto, Montreal, Vancouver, Ottawa.

NATIONALLY ADVERTISED KENTILE ASPHALT TILE HELPS MAKE YOUR HOMES EASIER TO SELL

A.I.A. 23-G

TO YOUR CUSTOMERS, clients and prospects, "Kentile" stands for far more than just a brand name. Surveys have proven that homeowners consider Kentile to mean the finest kind of asphalt tile flooring available... and they look for it and ask for it just as they would any other general *class* of building product. Year after year, Kentile retains this leadership by virtue of outstanding quality, beauty and economy... backed-up by the industry's most extensive advertising campaign in the country's most-read, most influential magazines and Sunday Newspaper Supplements. Be sure to use Kentile on your next job... and on every job where the plans call for resilient tile flooring.



The Kentile Asphalt Tile Floor shown in this basement playroom is as functional as it is attractive. And it is but one of the countless designs possible. If you haven't already learned the many advantages of using Kentile, contact the Kentile Flooring Contractor. He will be glad to work with you on your next job.

Specifications and Technical Data

INSTALLATION: Over any smooth, firm interior surface free from spring, oil, grease and foreign matter... over wood, plywood, concrete, radiant heated concrete slab, concrete that is in direct contact with the earth; on or below grade.

SIZES: Standard tile size is 9" x 9"... 1/8" thick.

SPECIAL KENTILE: Greaseproof asphalt tile for use in a wide range of marbleized colors—extremely resistant to petroleum and cooking greases and oils, alcohols, alkalis and most acid solutions.

Samples and Technical Literature available. Write the nearest Kentile, Inc. Office listed below for samples and information desired, or contact the Kentile Flooring Contractor nearest you. He's listed under FLOORS in the Classified Phone Book. And, be sure to request samples of ThemeTile die-cut inserts, colorful Feature Strip and KenBase.

Approximate Installed Cost

The exact cost of a Kentile Floor varies according to size of area, condition of underfloor and colors chosen. For an accurate, dependable estimate, contact the Kentile Flooring Contractor. He'll prove to you that Kentile is one of the most economical floors available today.

Kentile's color groupings range from Group "A," the darkest solid colors... to Group "D," the lightest marbleized colors. Special Kentile is available in Regular and DeLuxe Colors.

KENTILE®

The Asphalt Tile of Enduring Beauty

Kentile is the floor your clients know and want...

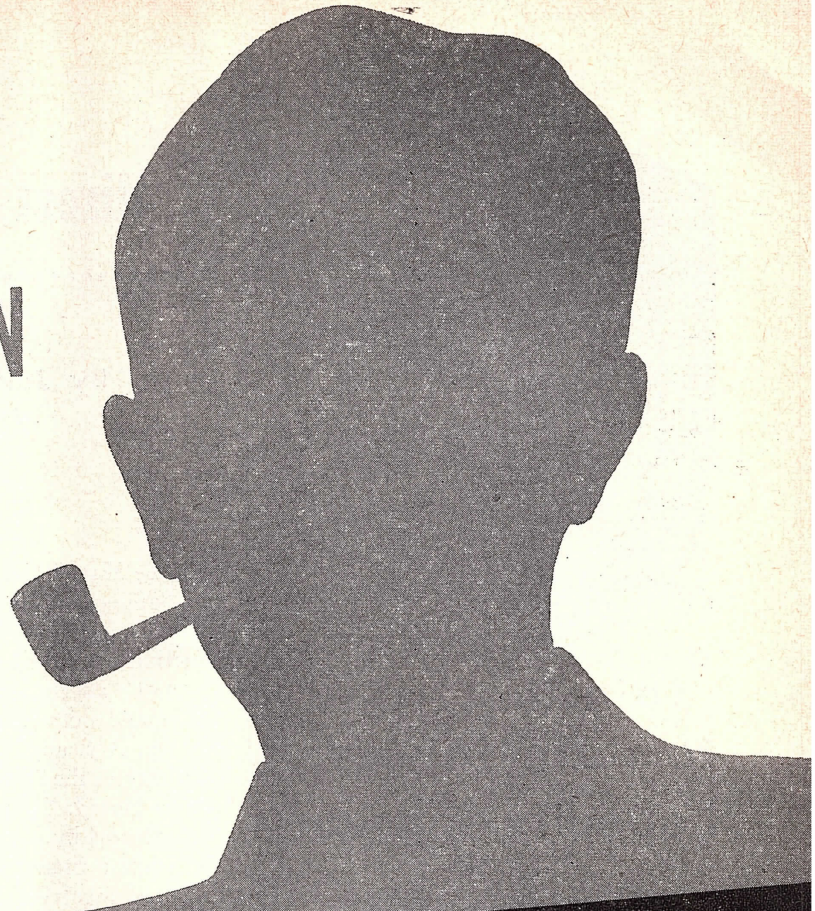
BACKED BY MORE FULL-COLOR ADVERTISING THAN ANY OTHER ASPHALT TILE FLOOR

KENTILE * SPECIAL KENTILE * KENCORK * KENRUBBER * KENFLEX * KENFLOR

*REG. U.S. PAT. OFF.

KENTILE, INC., 58 SECOND AVENUE, BROOKLYN 15, NEW YORK • 350 FIFTH AVENUE, NEW YORK 1, NEW YORK • 705 ARCHITECTS BUILDING, 17TH AND SANSOM STREETS, PHILADELPHIA 3, PENNSYLVANIA • 1211 NBC BUILDING, CLEVELAND 14, OHIO • 900 PEACHTREE STREET N.E., ATLANTA 5, GEORGIA 2020 WALNUT STREET, KANSAS CITY 8, MISSOURI • 4532 SO. KOLIN AVENUE, CHICAGO 32, ILLINOIS • 4501 SANTA FE AVENUE, LOS ANGELES 58, CALIFORNIA

THIS IS THE MAN YOU HAVE TO SELL



WHO IS HE ?

He's the man you have to reach before you can land the contract, or get the order. Whoever gets the business will have to know *who* this man is . . . *where* he is, *what* to talk about and *when* to see him.

The one sure way to know at the right time . . . the way proven for over 60 years for most of the leading firms in new construction, is to use Dodge Reports. You will have the inside track on all the business you want if you know where the jobs are at the right time. It is Dodge Reports' business to find the jobs and tell you where they are so that you can figure, bid and sell them. There is just no other way to make the most of all the opportunities coming up every day in new construction. There are just too many people to see, too many miles to cover, too little time.

Why not take a look at some typical Dodge Reports covering work right in your territory. We'll gladly let you see them and send along our informative book telling how others use Dodge Reports profitably. Timely, accurate, daily Dodge Reports are backed by the nation-wide facilities of the Dodge organization.

Make sure that from this day on you don't miss out on any jobs you want. Write today for free copy of "Dodge Reports—How to Use Them Effectively."

DODGE REPORTS

TAKE THE FIRST STEP IN EVERY SALE

F.W. DODGE CORPORATION

Dept. AB-754, 119 W. 40th St., New York 18, N.Y.

Timely, accurate construction news service East of the Rockies

specify...Cabot's



profitable
Join the trend to stain finishes!
I specify and use
Cabot's
Ranch House Hues
on exterior woodwork

Perfect Stain Finishes for shingles, siding, clapboards (new or weathered). Cabot's Ranch House Hues provide a distinctive and practical finish in today's most wanted colors to blend or contrast with natural surroundings.

You'll appreciate Cabot's Ranch House Hues particularly because they

- Go on fast, easily.
- Never peel or blister.
- Cost less than half as much as good house paint.
- Come in 14 exciting modern shades.

Check these and other advantages you'll find in Cabot's Ranch House Hues by mailing this coupon now for your color card.

When you use Cabot's you insure customer satisfaction.

Samuel Cabot

SAMUEL CABOT INC.
724 Oliver Bldg., Boston 9, Mass.
Please send me color card on Ranch House Hues.

_____

_____

_____

local disputes can be direct burden on interstate trade

By John F. McCarthy
Attorney at Law



In the May, 1954, issue of *American Builder*, we observed that most labor disputes between building construction employers in an area and a union affected interstate commerce, and were subject to the Taft-Hartley Act and the power and authority of the National Labor Relations Board. This view has been strengthened by a recent decision of the United States Supreme Court in cases involving the Employing Lathers Association of Chicago, the Employing Plasterers Association of Chicago and the Lathers and Plasterers Union. (See *United States vs. Employing Lathers Association of Chicago* and *United States vs. Employing Plasterers Association of Chicago*, Nos. 439 and 440, October term 1953.)

These cases were civil actions and sought injunctions to restrain violations of the Sherman Anti-Trust Act. The government charged the lathers and plasterers with conspiracies in restraint of interstate commerce. The lower federal district court in Chicago dismissed the government's charges on the theory that the defendants' acts were purely local in character and not within the prohibitions of the Sherman Act. The Supreme Court reversed that finding and ordered a trial of the government's charges on the ground that they showed the defendants' acts to be a direct burden on interstate trade.

The government accused the lathers and plasterers, both the employers who made up the employing associations and the unions, of a conspiracy. The government pointed out that the defendants did approximately 60 per cent of the lathing and plastering business in the Chicago area. The alleged conspiracy consisted of a plan to limit the number of contractors and union members by means of union control over those engaged in the business either as employers or workers, and of a plan to divide the business in the Chicago area among those who belonged to the employing associations.

The government's complaint set forth that much of the material used by lathers and plasterers was produced in other states and shipped into Illinois. Thus, the government contended that any limitation on those who might engage in lathing and plastering work in the Chicago area necessarily adversely affected the interstate flow of plastering materials.

The Supreme Court readily admitted that the defendants were engaged in building operations that were local in character. The Court pointed out, however, that the defendants dictated who might engage in the lathing and plastering business, and thus who might buy materials that had to reach the Chicago area through interstate channels. The Court concluded that the defendants' alleged conspiracy cast an unreasonable burden on the free and uninterrupted flow of materials in interstate trade.

There seems little doubt that most activities of construction employers, through their trade associations, and of building employees, through their unions, have their effect or burden on interstate commerce, and now are legitimate fields for legislation and regulations by the federal government. Thus, the average builder's interest in federal legislation and regulation no longer may be limited to taxation and mortgage finance, but must expand into other fields, among them, notably, in the field of labor relations.

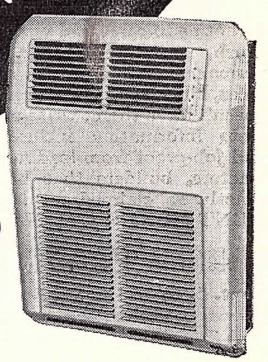


Now A THERMOSTAT IN EVERY ROOM

79° FOR BABY'S BATH

64° FOR SLEEPING ROOM

72° FOR LIVING ROOM



SelecTemp TRADE MARK

Advanced new central heating system permits choice of any temperature in any room

SelecTemp Highlights

THERMOSTAT IN EVERY ROOM. Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

MODULATED HEAT. Air circulation is continuous. Both temperature and volume of air are automatically modulated, as required to offset heat loss from room.

FILTERED, CIRCULATED AIR. Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

BOILER LOCATION. Does not require centrally located heating plant. Boiler can be placed in any desired location, with proper distribution of heat to every room.

LOW POWER COST. No electricity required to operate circulating fans or thermostats.

LOW INITIAL COST. No other system can be so easily installed in either new or old construction. Small soft copper tubing (¼ inch I.D.) carries steam to individual room heater units. Return lines are ⅛ inch. Substantial savings in installation costs.

LOW FUEL COST. Temperature easily reduced in unused rooms. Eliminates overheating.

AUTOMATICALLY BALANCED. No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

SelecTemp offers more *genuine comfort* than any other central heating system yet devised. With SelecTemp heating the occupants of every room may select whatever temperature they desire, at any time. The air *within each room* is filtered, warmed and quietly circulated by room heater units with independent thermostat controls. A SelecTemp system solves forever the problem of hard-to-heat rooms, and rooms requiring special temperatures—like the bath, the baby's room, and the occasional sick room.

And very important—SelecTemp heating, with its individual room temperature controls, *costs no more* than many conventional systems with only one thermostat for the entire house!

Smooth, even warmth at any temperature

Whatever temperature is chosen for each room, it is maintained exactly. SelecTemp room heater units do this by *constant heat flow*. Each unit operates continuously: not the conventional "on and off," but *faster or slower* depending on weather changes. With this immediate reaction to the slightest temperature change, SelecTemp heating completely eliminates the drafts and heat fluctuations of regular furnace "cycling." Units may be turned down as low as 40°F. in unoccupied rooms, for real fuel economy. Comfortable temperatures are quickly regained when needed.

Send for SelecTemp catalog

SelecTemp heating can help you design and build *more comfort* into any type residential, institutional, or commercial building—new or old. Be sure to send for complete information and specifications. Please use the coupon below.

SelecTemp TRADE MARK

PRODUCT OF IRON FIREMAN

THE IRON FIREMAN

Send for full information

IRON FIREMAN MANUFACTURING CO.
3238 W. 106th Street, Cleveland 11, Ohio.

Please send literature on Iron Fireman SelecTemp heating.

Name_____

Address_____

City_____ State_____

Copyright, 1954-I.F. Mfg. Co.

NOW 2 REMARKABLE, JOB-PROVED BONDING AGENTS

PLASTER-WELD and WELD-CRETE

...enable you to

PERMANENTLY BOND

GYPSUM • LIME-PUTTY • CEMENTS • ACOUSTICAL PLASTER... to themselves or directly to most any structurally sound surface . . . even glass . . . *and the bond never lets go!*

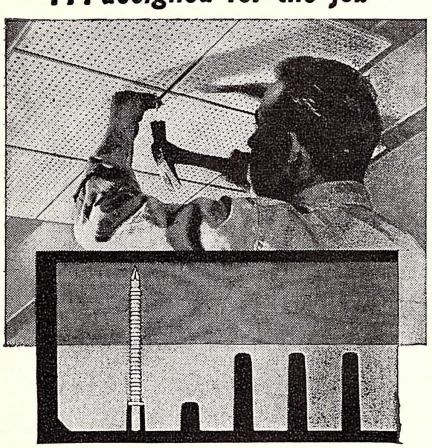
These two liquid compounds, Plaster-Weld (for bonding plaster) and Weld-Crete (for bonding concrete) are similar in all respects except as to color and viscosity. Applied by brush, spray gun, roller. Equal bonding permanence all climates, all types of surfaces, all sorts of conditions. If your dealer doesn't have them, write us direct for complete information including applications and job-proof from leading architects, contractors, builders that both products do exactly as claimed . . . make PERMANENT BONDS that NEVER LET GO!

LARSEN PRODUCTS CORP.

Dept. 6, 4934 Elm St., Bethesda, Maryland

ACOUSTICAL TILE NAILS

... designed for the job

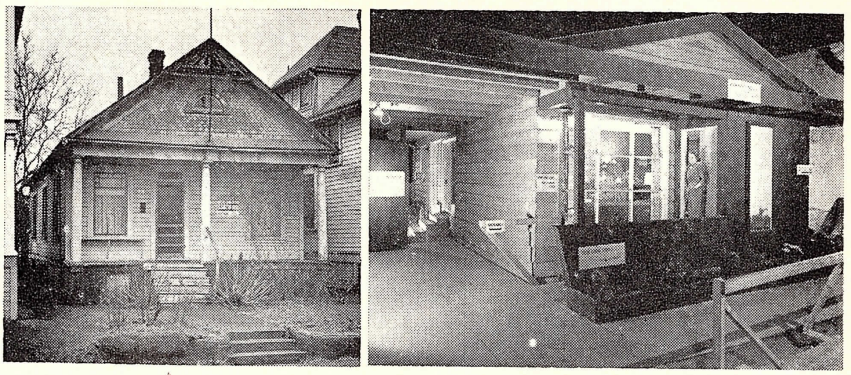


When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles ...a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.

Hassall

JOHN HASSALL, INC.

P. O. Box 2150
Westbury, L. I., N. Y.
Established 1850



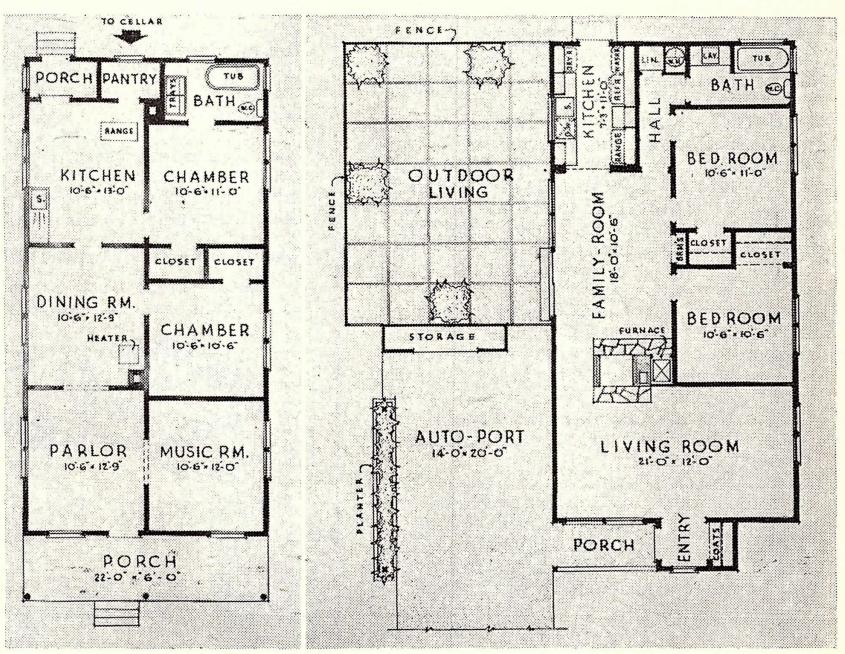
Left, the 50-year-old house before it was moved to Home Show site and remodeled *Right,* new exterior of remodeled house; half of each room was left in its original state

half-remodeled house sparks Portland Home Show

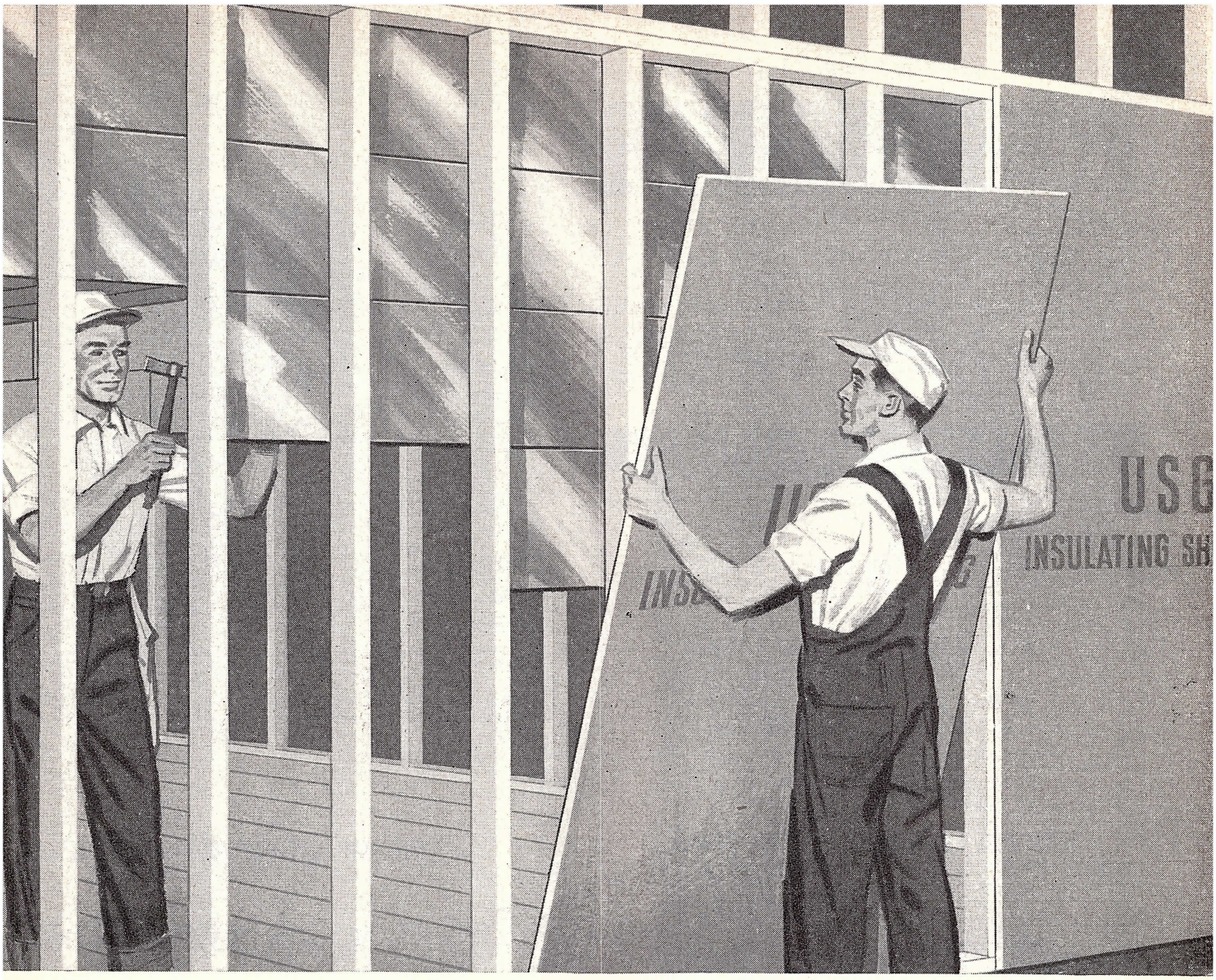
A half-remodeled 50-year-old house was the star attraction of the recent 10-day Portland, Oregon, Home Show. This novel idea was a real attention-getter, and helped to draw an impressive attendance of 99,604, believed to be the largest crowd ever to visit a home show in the Pacific Northwest.

The 50-year-old house was purchased and moved to the exposition site by the Portland Home Builders Association, sponsor of the show. The remodeling committee drew a line through the middle of each room and used the latest materials and methods to rebuild one-half of each room. The other half was left in its original state. The startling contrasts between the old and the new demonstrated to show visitors what actually could be accomplished in a remodeling program.

Alterations to the interior were kept comparatively simple (*see floor plans below*), yet they made the over-all house much more livable. Major changes included installation of modern kitchen and bath, addition of a fireplace and carport.



Floor plan of original 50-year-old house is shown on the left; on the right is the same house with half of each room remodeled, carport and landscaping added



CONTROL MOISTURE—REDUCE HEAT LOSS BY 40%!†

modern exterior wall assembly provides moisture control and insulation at one low application cost...

Insulating ROCKLATH* Plaster Base has aluminum foil backing, the most positive vapor barrier available commercially. Minimizes condensation; helps prevent warped siding, peeled paint, rotted studding. Helps keep heat out in summer, inside in winter. Economical—one material provides vapor barrier, insulation and plaster base with only one installation cost.

USG* Insulating Sheathing insulates more than twice as effectively as one-inch wood sheathing ("k" value is 0.33). Sheds water, repels wind and weather; yet it's lightweight, goes up fast. So strong FHA requires no corner bracing when the $^{25}/_{32}$", 4 ft. wide board is used! For complete information, see your U. S. G. building supplies dealer or write Dept. AB-4, 300 W. Adams St., Chicago 6.

*T. M. Reg. U. S. Pat. Off.

†The "U" factor for a wall incorporating wood siding, wood sheathing, gypsum lath and plaster is 0.25; for a wall with Insulating ROCKLATH Plaster Base, $^{25}/_{32}$" USG Insulating Sheathing and wood siding, "U" factor is 0.15—a decrease in heat loss through exterior walls of 40%.

USG
UNITED STATES GYPSUM

UNITED STATES GYPSUM

The greatest name in building

IT'S EASIER TO DO A BETTER JOB WITH
NICHOLLS QUALITY TOOLS

NICHOLLS CARPENTER SQUARE
For over 57 years . . . recognized as the finest obtainable.

Balanced design, and superior workmanship of Nicholls TROWELS, FLOATS, CEMENT TOOLS, DARBIES and HAWKS make them the "quality tools" of the trade.

ASK YOUR DEALER FOR
NICHOLLS TOOLS
You Can't Buy a Better Tool!

NICHOLLS MANUFACTURING COMPANY
OTTUMWA, IOWA

MR. BUILDER
THE KOTA
I Know Of Them All

ALL EXTRUDED ALUMINUM
HORIZONTAL GLIDE
is the perfect high quality
window for Low Cost Housing
ASK FOR DETAILS and CATALOG
We make 26 different style Windows
for every room—For every home.

KOTA PRODUCTS INC.
ROUTE 25-A ROCKY POINT, N. Y.

'pre-fabbed' HEAT

IDEAL FOR
NEW HOMES OR OLD
APARTMENT MOTEL CABIN TOURIST HOME
OFFICE CLUB LODGE GRILL
SALON SHOP STORE LABORATORY
CHURCH SCHOOL
HOBBY SHOP REST ROOM
FOR ALL GASES

. . . with INDIVIDUAL ROOM TEMPERATURE CONTROL

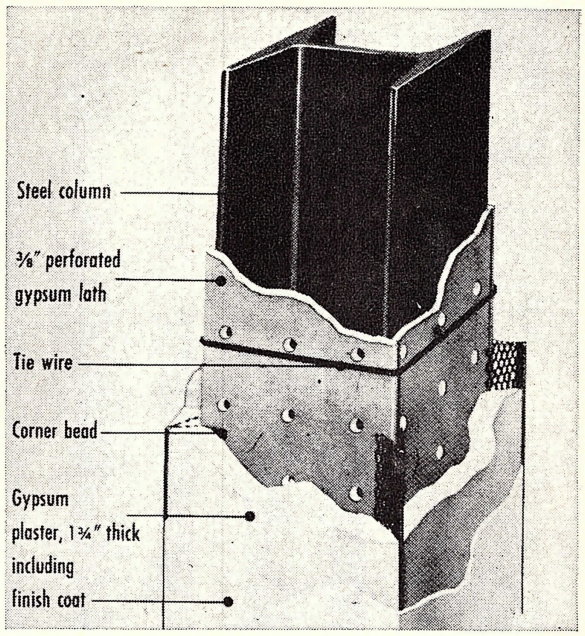
A compact "in-the-wall" Heater, in super-insulated wall box, ready to install. Fits standard 2" x 4" studding, adjusts to exact wall thickness. For inside or outside walls, all gases, high altitudes. Non-clog Burner and Combustion Chamber head are cast-iron. Heating section 100% welded (no sweating, odor). Fully enclosed; controls accessible via handy service door. Packaged Auto-Control Manifolds install easily, may be stocked in modest supply. Sectional wall panel finished in baked Beige enamel; durable, lustrous. Sizes from 17,500 Btu up.

•DUAL-ROOM models actually 2 heaters in one wall box; single gas and flue connections.

Brilliant Fire
Quality HEATING EQUIPMENT SINCE 1846
RECESSED VENTED
WALL HEATER
THE OHIO FOUNDRY & MANUFACTURING CO., STEUBENVILLE, OHIO

MOTEL
Mail Coupon!

THE OHIO FOUNDRY & MFG. CO.
STEUBENVILLE, OHIO
Rush NEW Catalog 5W4 and Prices.
NAME _____
FIRM _____
STREET _____
CITY _____ STATE _____



Perforated gypsum lath-lightweight aggregate gypsum plaster to provide three-hour fire resistance rating for steel column

gypsum fireproofing reduces weight in steel frame buildings

Substantial material savings can be realized in the structural frame of commercial, apartment and institutional buildings through use of gypsum lightweight fireproofing systems recently developed by the gypsum industry.

According to a recent study commissioned by the Gypsum Association, a typical three story, office-store type of building, using the light steel frame fire-protected with gypsum, showed savings of $5 per square foot over heavy steel fireproofed with concrete, and $2.50 over reinforced concrete frame.

The chart on page 175 shows plaster thicknesses over 3/8-inch perforated gypsum lath for desired fire-rating for columns and floor-ceiling constructions.

Perlite or vermiculite aggregate is used for the two-, three- and four-hour ratings. Sand aggregate may be used for one-hour rating.

Fire tests for the new lightweight construction have justified fire ratings of as high as four hours at the National Bureau of Standards. Fireproofing of columns consists of a perimeter wrapping of 3/8-inch perforated gypsum lath and lightweight gypsum plaster. Floor beams are fireproofed with lightweight gypsum plaster applied to 3/8-inch perforated gypsum lath, which in turn is suspended from the floor beams. Plaster for any of these constructions is applied to the required thickness, according to the fire rating sought.

Besides cost and material economies, advantages of-

Fire Resistance Hours	Columns wrapped with 3/8" perforated lath	Floors-Ceilings with 3/8" perforated lath
	Plaster thickness	Plaster thickness
1	1/2"	5/8"
2	1"	5/8"*
3	1 3/4"	5/8"*
4	1 1/2"*	1"**
	*1/2" plain lath	*No. 14 diagonal wires **20 ga. Hex. Mesh

Courtesy The Gypsum Association

the light steel frame-gypsum fireproofing design include:

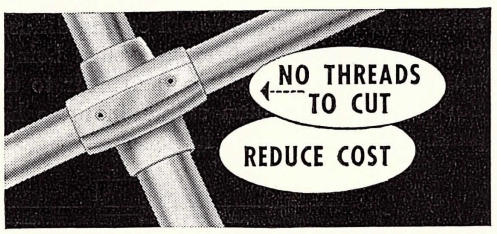
1. More rapid construction, assuring earlier building occupancy.
2. Minimum risk to contractor because more prefabricated materials are employed.
3. Easier installation of mechanical and electrical systems.
4. Need for fewer columns, due to the flexibility of design, thus allowing more usable floor space.
5. Assurance by builder that his client is getting a structure that will receive favorable coordinated insurance rates.

IF IT'S MADE OF PIPE
YOU CAN MAKE IT BETTER, FASTER AND FOR LESS... with

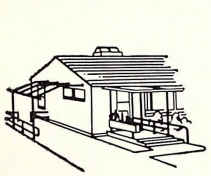


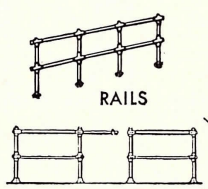
Nu-Rail SLIP-ON FITTINGS
AN ENTIRELY NEW METHOD OF FITTING PIPE

NO WELDING!
USE ALL PARTS OVER AND OVER AGAIN!

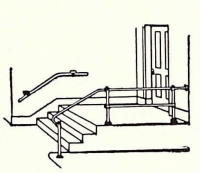


USE ANY I.P.S. PIPE OR TUBING... NO PIPE CUTTING


CAR PORT



TELESCOPING GATE


ORNAMENTAL RAILING

DISTRIBUTED COAST TO COAST. WRITE FOR LITERATURE AND PRICES.
A FEW GOOD TERRITORIES OPEN FOR AGGRESSIVE JOBBERS.
THE HOLLAENDER MANUFACTURING COMPANY
3839 SPRING GROVE AVE., CINCINNATI 23, OHIO

Revolutionary New
REVCO BILT-IN
Freezer and Refrigerator



Add charm and sales appeal to the homes you design and sell
(ELIGIBLE UNDER FHA)

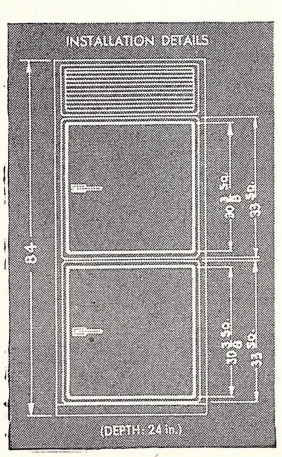
Two appliances for little more than the price of one providing 14.6 cu. ft. of food storage space!

This marvelous space-saving idea includes a 6.3 cu. ft. separate freezer, and an 8.3 cu. ft. refrigerator—both built-in, out of the way—with nothing to clean under or behind.

No installation problems! Revco Bilt-Ins tuck away into any kitchen. The refrigerator gives you completely automatic defrosting—shelves in the door—space for the tallest bottles or smallest packages. The freezer holds up to 210 pounds of frozen foods—with open style shelves for fastest freezing, and handy roll-out drawers—plus amazing REVCOLD FREEZING ACTION.

Choose your colors— for modern harmony and beauty!

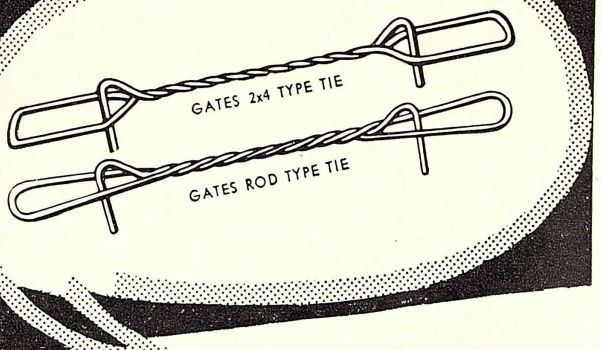
Plan to include these wonderful Revco Bilt-Ins in new homes or kitchen remodeling. Finished in stainless steel, buttercup yellow —or matching colors can be applied at time of installation. Install Revco Bilt-Ins over-and-under, side-by-side, or on opposite sides of the kitchen.



Architects! Builders! Contractors! Send for full information

Write Revco, Inc., Dept. B, Deerfield, Michigan for name of nearest distributor.

Revco INC.
makers of famous Revco Food Freezers

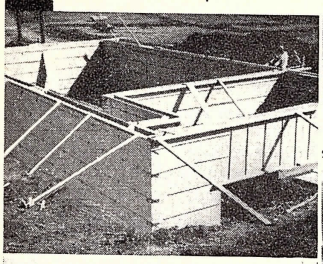


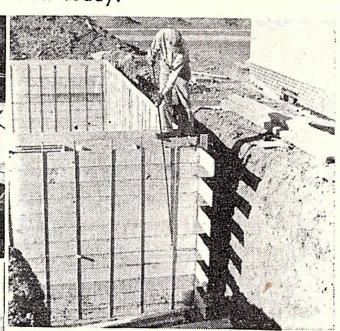
Extra Savings with GATES CONCRETE FORM TIES Leaves Additional Dollars for Extra Selling Features

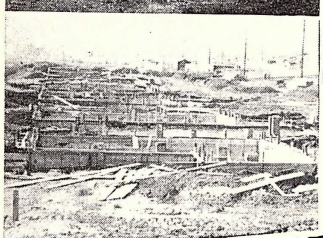
This year, more than ever before, selling homes will depend on the extra comforts and conveniences built into them. Therefore, it is important that costs be cut to the bone on operations which do not affect the appearance of the building. A good foundation is important to any home buyer but is usually not the deciding factor.

Gates method of foundation forming is designed to provide better foundations at lower cost by reducing labor hours needed to build forms. The use of Gates Concrete Form Ties in conjunction with tried and proven methods of forming have made these savings possible.

Free instruction manuals are available showing how Gates Ties can be utilized to the greatest possible advantage . . . well illustrated to help even the most inexperienced man. Write for complete information today!







WRITE FOR CATALOG TODAY

AB

GATES & SONS, INC.
80 So. Galapago St., Denver, Colorado

Please send me your new catalogue, ***"Build the Easy Way With Gates".***

Name_____

Firm_____

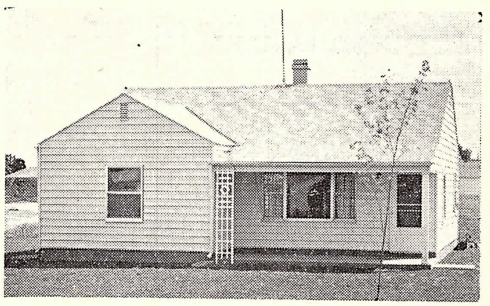
Address_____

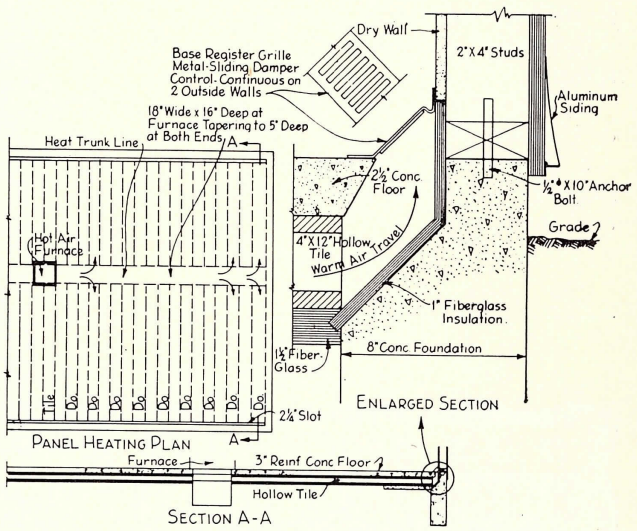
City_____

State_____

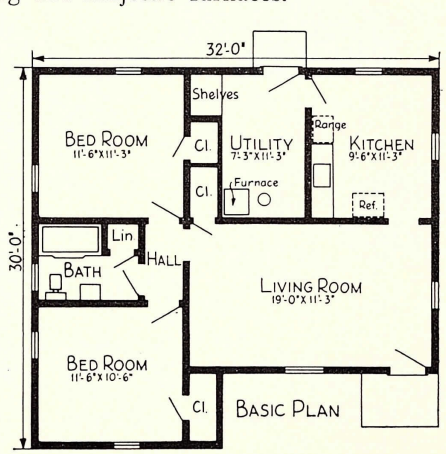
Gates & SONS, INC.
KANSAS CITY DENVER SPOKANE

panel heating system for a small house

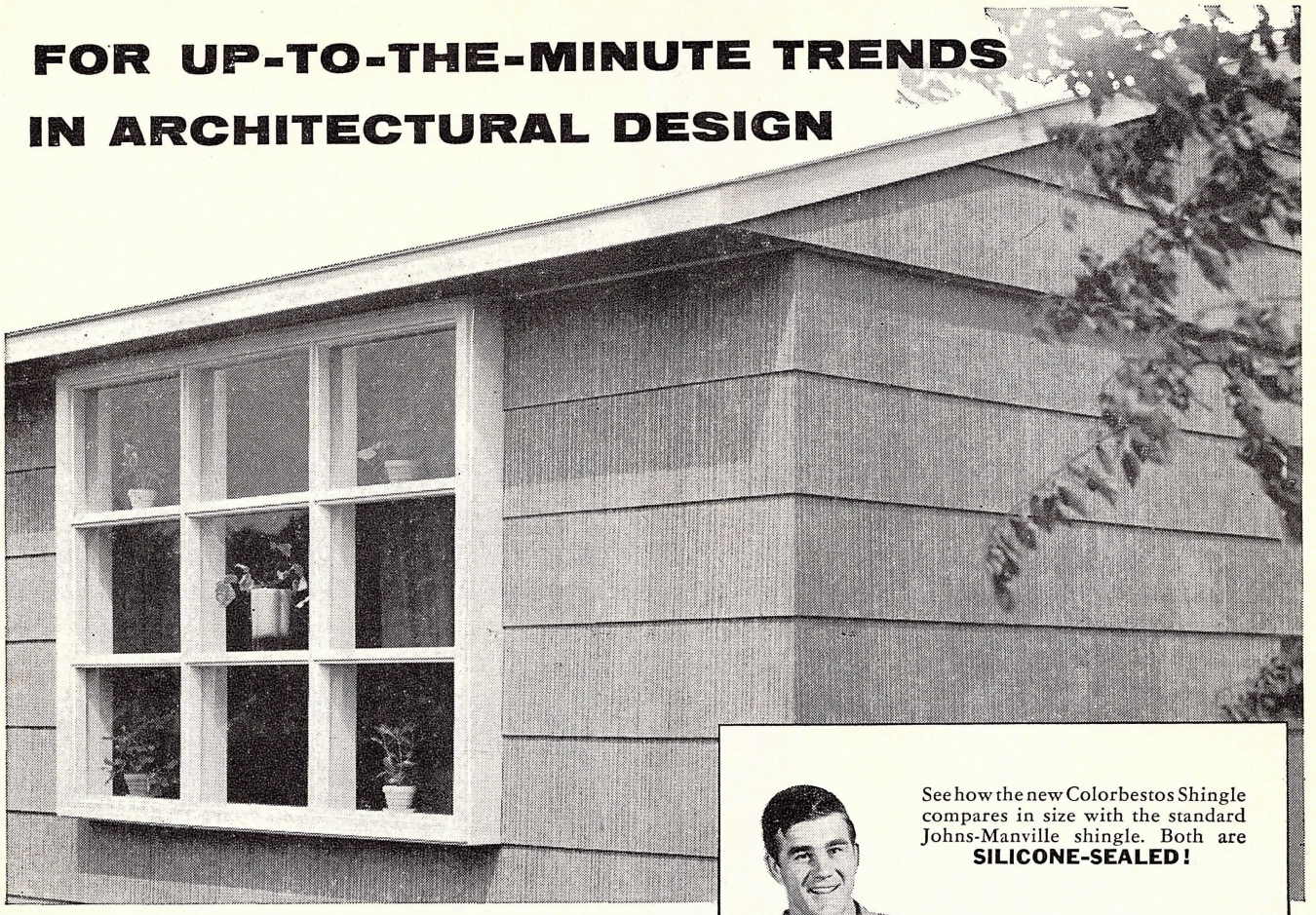




Proving to be popular with buyers in Muncie, Indiana, is the Bar-Tel Company's tract of two- and three-bedroom houses selling in the $7,100 to $8,400 bracket. The basic house embodies Bar-Tel's own version of a panel heating system, shown here. For around $1,000 more, the builder is including a Chrysler Air Temp cooling unit installed in the attic. The cool air is distributed to the rooms through ceiling diffusers; the only connections with the heating system being the hot air trunks, which are used for return air to the attic unit. Bar-Tel uses aluminum siding in these houses, Crane plumbing and Majestic furnaces.



FOR UP-TO-THE-MINUTE TRENDS IN ARCHITECTURAL DESIGN





NEW "KING-SIZE" COLORBESTOS SHINGLES

These beautifully styled shingles, laid up in wide courses with heavy shadow lines, give the modern home a smartly different new look

There are three big features of the new Johns-Manville Colorbestos Shingle that make it one of the most outstanding contributions to contemporary architectural design.

First its size. It is 32″ wide. This means it spans two stud spaces and permits nails to be driven directly into the studs spaced 16″ o. c. regardless of the type of sheathing used. It also means there are only 33 shingles per square which saves time and money in application.

Second its appearance. Colorbestos Shingles have an entirely new random-ribbed striated pattern that adds character to the house. The broad exposure meets today's architectural trend. Applied over J-M shingle backer they cast a heavy shadow line accenting each course. Available in white and several attractive colors.

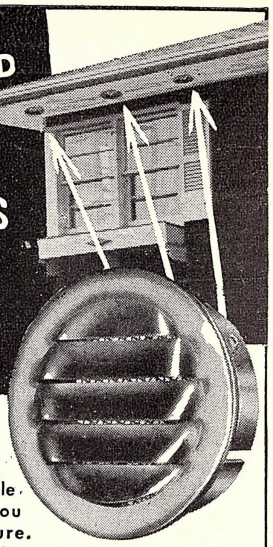
Third . . . Colorbestos Shingles are Silicone-Sealed. This means they defy water, resist soiling and discoloration, are virtually self cleaning. And . . . like all J-M asbestos shingles they are fireproof, rotproof and never need paint to preserve them.

Send for new architectural brochure which fully describes this new development. Write Johns-Manville, Box 60, New York 16, N. Y.

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville

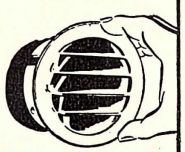
HOW TO PROTECT THE HOMES YOU BUILD FOR LIFE . . . against the DESTRUCTIVE DANGERS of CONDENSATION and DAMPNESS!



In just a few minutes, at negligible cost, you can install Midget Louvers on soffits, gable ends, dormers, eaves or you face the menace of moisture. These inexpensive all-aluminum ventilating units are your fastest, cheapest, surest *permanent protection.* They will prevent the accumulation of heat and condensation . . . virtually eliminate paint blistering . . . combat rot . . . maintain the efficiency of insulation. Made in 7 sizes (1" to 6") and 2 styles (with and without rain deflectors — both with insect screens).

WRITE for full information.

Quick and easy to install. Just drill a hole and push in place. No nails or screws needed.



"A House That Breathes is a Better House"
The *aluminum* louver is the original louver.
Don't accept "second best" substitutes!

MIDGET LOUVER CO.
6 WALL STREET • NORWALK, CONN.

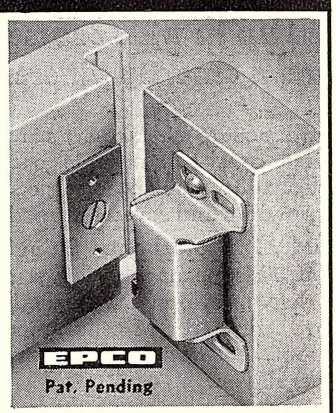
NEW! Self Aligning Magna-Tite # 560 MAGNETIC CATCH

Check these features

★ NEW! Vastly improved magnetic catch, with concealed, lifetime floating magnet—self-aligning to enlarged strike. Extra heavy duty holding power.

★ ECONOMY PRICED—and styled for speedy and satisfactory application on all types of cabinet door installations.

★ Available in aluminum or statuary bronze.



Operating counter displays ★ Packed 6 to shelf box

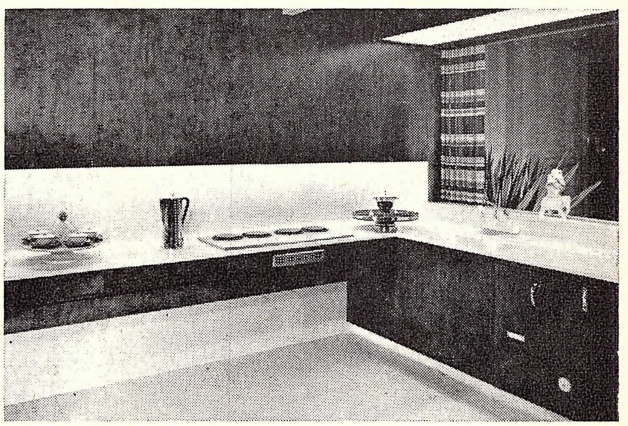
SEE YOUR JOBBER—OR WRITE

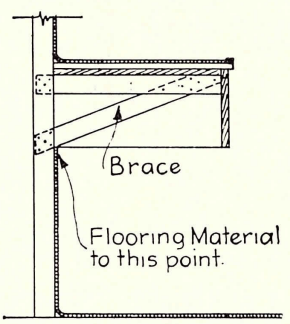
The ENGINEERED PRODUCTS CO.
129 SMITH STREET FLINT, MICHIGAN

how fancy can a

Now that open planning has brought the kitchen out of the kitchen and planked it smack down in the living room, the possibilities for kitchen glamour are unlimited.

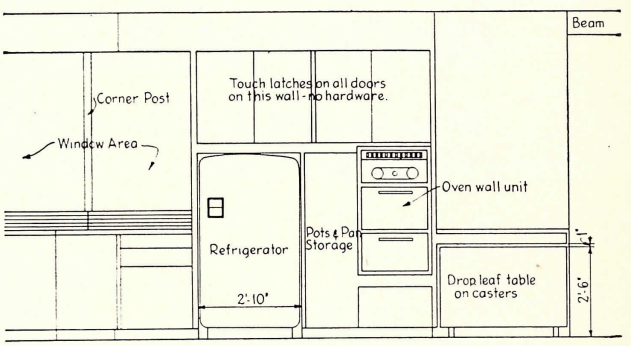
These ideas, from an exposition house in California, show what can be done when a good interior decorator and a public utilities company put their heads together.





Cabinets above cooking counter extend out 1 foot ¾ inches. Tiled counter itself is 2 feet 1¼ inches deep

Braces which anchor counter to studs are located at points between counter drawers

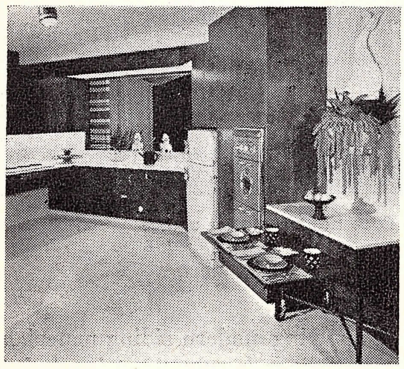


Counter top at right of oven built-in becomes a recess for a drop-leaf table built to fit underneath it and equipped with casters for easy use

Cannell & Chaffin of Los Angeles and the Home Planning Department of the Southern California Gas Co. are responsible for this kitchen.

Possibly the No. 1 New Idea here is the cantilevered counter which holds the built-in Western Holly cooking unit and provides elegant white-tiled working space. The tiles of the counter top are 4x4 inches, and are joined to the 1x6 inch tiles of the wall above counter by cove tile moulding. Under the counter, the white vinyl cork

kitchen get?



Note the refrigerator neatly built in alongside the oven unit

flooring is run up the wall.

The cabinets above the counter are of mahogany plywood, as is the rest of the woodwork. Touch latches are used, to keep the clear, uncluttered look. The counter is lit indirectly from under the cabinets. Egg-crate conceals fluorescent tubes.

men over 45

More than six times as many men of your age will die of lung cancer this year as died in 1933. Our research scientists still don't know why.

They *do* know, however, that over half of those who will develop lung cancer *can* be saved . . . if they get proper treatment while the disease is still in the silent, symptomless stage. That's why we urge you to have a chest X-ray every six months no matter how well you may *feel*.

For more information call us or write to "Cancer", care of your local Post Office.

American Cancer Society



6 revealing pages crammed with Cost-Study facts, figures on insulation

Designed for Insulation Contractors, this pamphlet provides inside facts on how you can Slash Insulation Costs!

Here's what this vital pamphlet contains:

- Actual time/cost figures on every insulation handling operation from factory shipment through installation. Includes (for both bulk and reflective-type materials):
  - Unloading operations (2)
  - Storage
  - Loading and delivery
  - On-job application
- 12 on-the-job photos
- How to Install ALFOL
- Heat-loss, Condensation: how to block both at once
- ALFOL's five types, four widths

Whether you put in your own insulation or buy it applied from a contractor, you'll want this vital pamphlet.

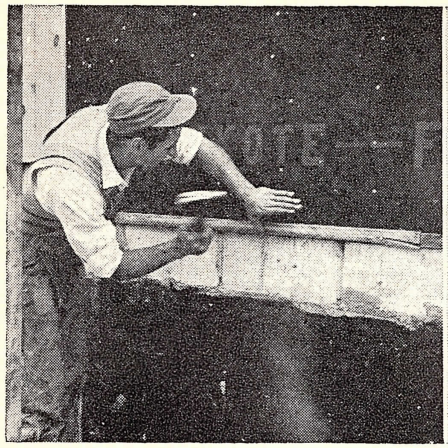
For it gives you the "inside story" on insulation costs, especially those connected with handling, storage and application. These are "overhead" costs. They're often hidden, but you pay them just the same . . . *directly*, if you put in your own insulation; *indirectly*, if you buy your material applied.

This Cost-Study reveals what these costs are, how much they amount to . . . *in dollars and cents!* And it gives the *figures* behind the lower prices usually quoted by your ALFOL distributor-applicator.

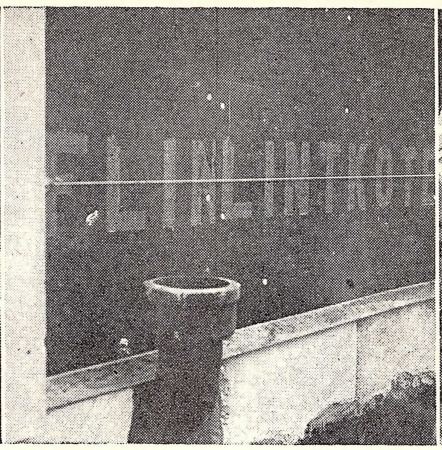
Offered to builders for the first time, this 6-page folder is free. **To get your copy write the words "Cost Study" on your letterhead today and send it to our Dept. AB-7.**

ALFOL
BUILDING BLANKET INSULATION
"FIRST IN REFLECTIVE INSULATION"

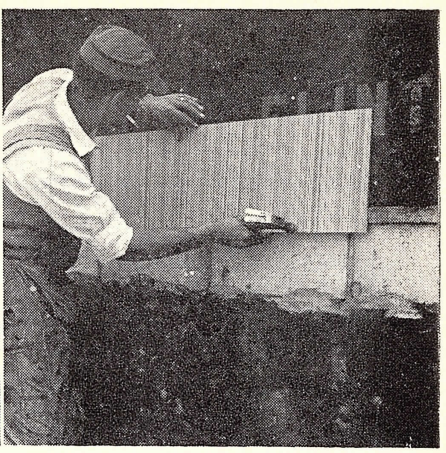
REFLECTAL CORPORATION
A Subsidiary of Borg-Warner
155 EAST 44th ST. NEW YORK 17, N. Y.



(1) Nailing lath cant strip



(2) Chalk line—11½ inches above bottom edge of lath



(3) Face nailing starter course

here's an easy way to apply modern siding materials

A simple method of applying modern siding materials such as asbestos-cement siding shingles over insulating sheathing has been devised through use of a hook fastener. The secret of the fastener is the very simple engineering principle of the lever, illustrated in the section detail. This fastener, according to the manufacturer, is intended only for use over ½-inch or 25/32-inch insulating sheathing. Siding shingles applied with it must have four properly spaced head nail holes; no face nail holes. Step-by-step application of the hook fastener is presented above and on the adjoining page.

A sales opportunity no other market offers!

8TH ANNUAL CHICAGOLAND HOME AND HOME FURNISHINGS FESTIVAL

September 19 — October 10

Early action can mean extra profits for you!

Now is the time to make sure you get your share of Chicago's extra spending during the Home and Home Furnishings Festival by including these three big sales weeks in your Fall plans. No other market will offer you a more favorable opportunity to build sales and profits.

On the opening day, the Chicago Tribune will launch this top, industry-wide sales event with a special Festival supplement, to be published for more than 1,000,000 families—your largest, most intensively pre-sold homemaker audience in Chicagoland.

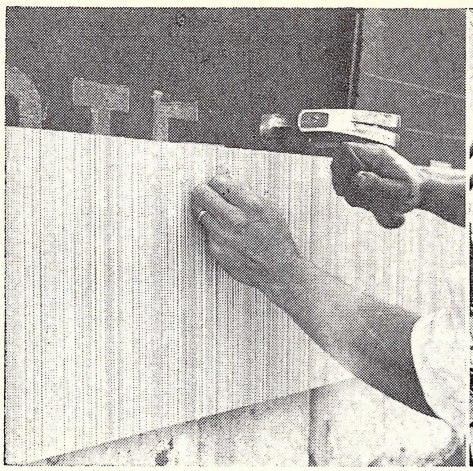
To take advantage of this big home promotion and to get set with your plans for your dealers, get in touch with your advertising counsel or nearest Tribune representative today.

Chicago Tribune

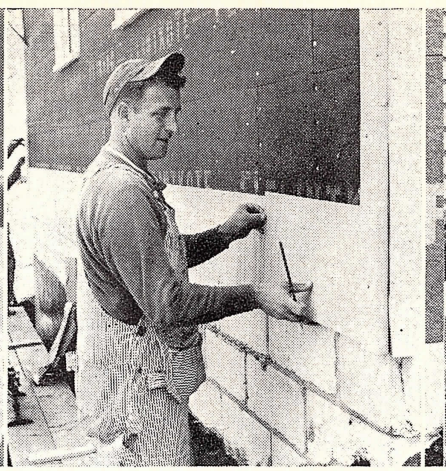
THE WORLD'S GREATEST NEWSPAPER

ADVERTISING SALES REPRESENTATIVES

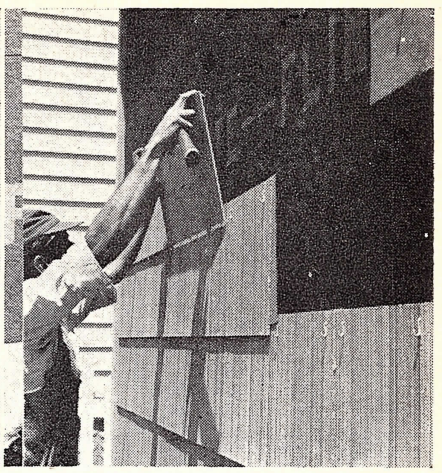
Chicago	New York City	Detroit	San Francisco	Los Angeles
A. W. Dreier	E. P. Struhsacker	W. E. Bates	Fitzpatrick & Chamberlin	Fitzpatrick & Chamberlin
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	1127 Wilshire Blvd.



(4) Driving fastener at starter course. Note position of fastener

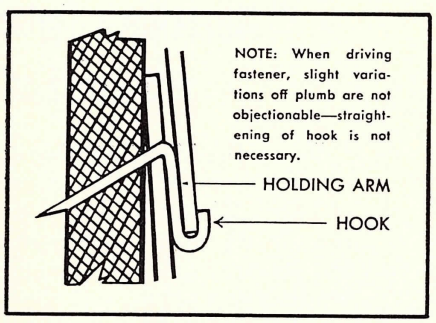


(5) End of course—requires cutting and punching new head nail hole

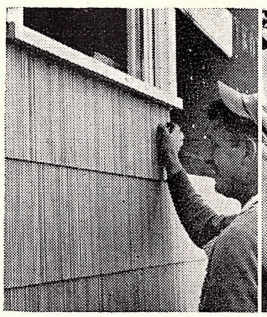


(6) Proper method of sheathing shingle

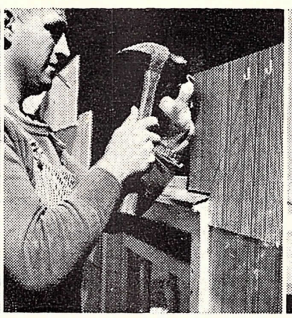
Courtesy Flintkote Company



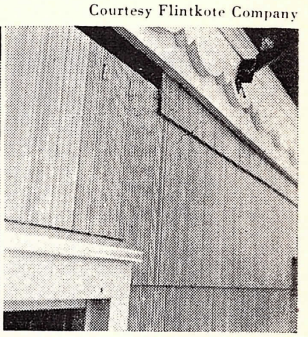
SECTION VIEW: *PROPER POSITION OF CLIP*



(7) Condition under openings



(8) Condition over openings



(9) Condition at fascia

Biggest Response We've Ever Had!

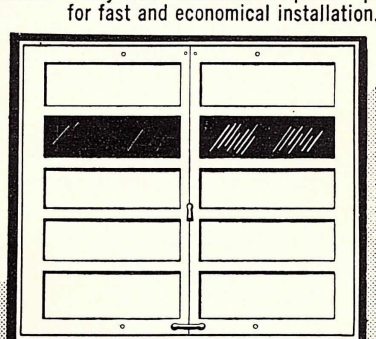
Who but **How-ell-dor** can offer you a value like the new patented '**MonoDor**'?

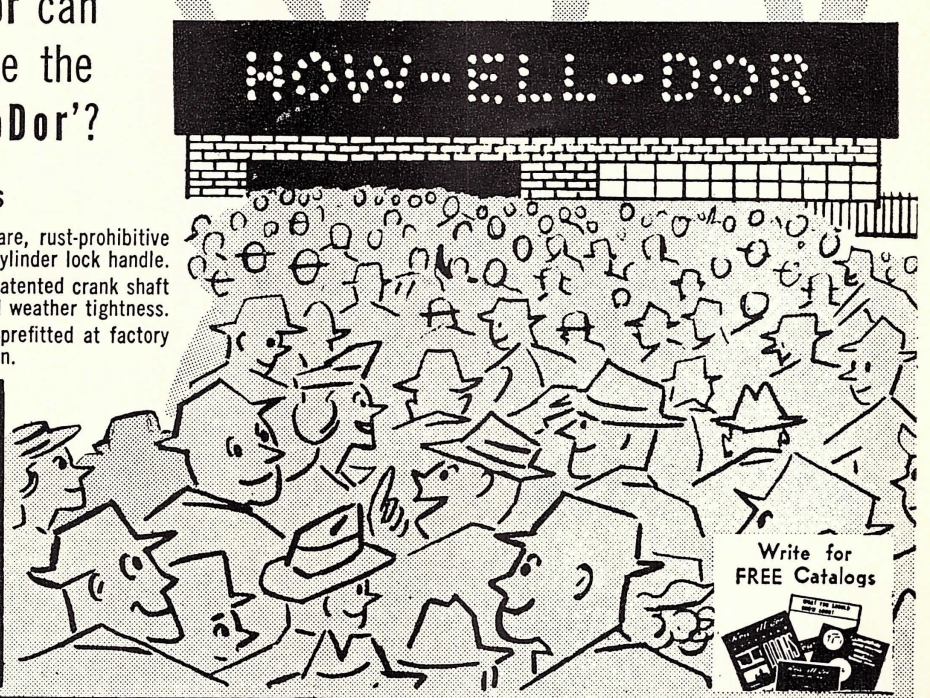
COMPARE THESE FEATURES

Hardware—All Mono-matic heavy duty hardware, rust-prohibitive finished, plus automatic chrome cylinder lock handle.

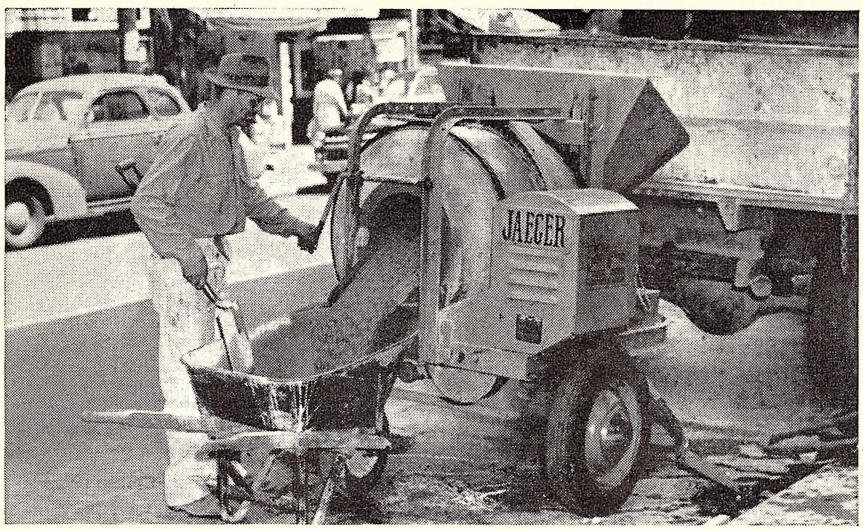
Operation—All side sway eliminated by new patented crank shaft arm, assuring perfect balance and weather tightness.

Installation—Only 1½" headroom required—prefitted at factory for fast and economical installation.



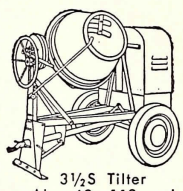


THE HOWELL MANUFACTURING CO., 7201 Hasbrook Ave., Phila., Pa.



Same wages . . . 12 to 15 yards more concrete

With this Jaeger 3½S Auto-Loader you load while you mix and measure as you load. The power shaker action of its hopper charges the drum in a flash the instant you open the gate. Dual-mix drum, with extra big bucket and flight blades, insures thorough mixing and discharges faster. Machined steel drum tracks and rugged construction thruout for long service.



3½S Tilter
Also 6S, 11S and 16S Power Loaders

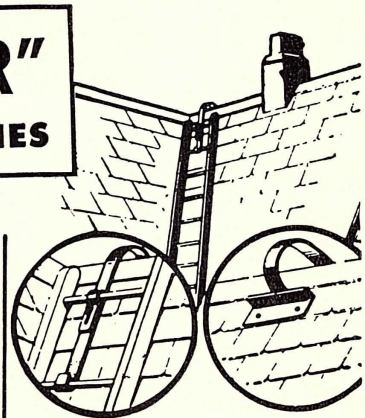
THE JAEGER MACHINE COMPANY 521 Dublin Avenue Columbus 16, Ohio

Sales, Rentals and Service in 154 Cities of United States and Canada

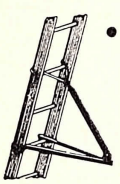
PUMPS • COMPRESSORS • HOIST TOWERS • LOADERS

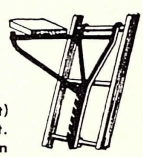
ALWAYS SAFE and Easy-to-Use

"TROUBLE SAVER" SCAFFOLDING ACCESSORIES



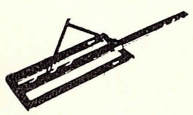
LADDER JACKS





- RAIL-TYPE JACK (left) is extra safe. Side rails of ladder are used for support.
- ONE MAN JACK (right) is sturdy, convenient. Adjusts to any pitch on either side of the ladder.

ADJUSTABLE ROOFING BRACKET



Simple, durable—for all kinds of jobs and any type roofing. Provides a safe staging at any pitch. Proved in use for many years.

"TROUBLE SAVER" SHINGLERS



Can be removed without raising the shingle. Made in two sizes: "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by two nails.

LADDER HOOKS

Once you use it, you'll never be without it. Pivot allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 pounds.

- WRITE for complete information on all "Trouble Saver" Scaffolding accessories.

THE STEEL SCAFFOLDING COMPANY, Inc.

Manufacturers of "Trouble Savers" Since 1912

856 Humboldt Street Dept. AB Brooklyn 22, New York

Telephone: EVergreen 3-5510



Joseph B. Mason

Mason returns to American Builder editorial staff

Joseph B. Mason, one-time editor of *American Builder* and a veteran of nearly 25 years editorial experience in the fields of construction, architecture and engineering, recently returned to the *American Builder* fold as Eastern Editor. He will operate out of the New York offices of Simmons-Boardman Publishing Corp.

In October, 1951, Mason was appointed executive editor of *Architectural Record*, published by F. W. Dodge Corp., New York. Prior to this position, from 1945 until 1951, Mason served as a senior editor of *Good Housekeeping*. He was director of that magazine's Building Forum, editing books on subjects related to construction.

He lectured at Columbia University in 1946-47 on such subjects as architecture, construction and the economics of housing. Graduate students who attended Mason's classes were preparing to teach these same subjects.

Mason joined *Building Age* prior to its merger with *American Builder*. Editor of *Building Age* at 26, he became managing editor of the merged publications and in 1942 was named editor-in-chief. His earlier experience included work with the Associated Press and the writing of technical and architectural papers for the Portland Cement Association.

The new Eastern Editor is a 1926 graduate of the University of Wisconsin where he majored in civil engineering and journalism.

NAHB standard seeks to boost electrical capacity of homes

A voluntary standard that would provide 100 ampere capacity for houses, instead of the conventional 30 to 60 amperes, was adopted recently by the National Association of Home Builders.

Originally proposed by a subgroup of NAHB's Construction Techniques Committee, the standard, if followed widely by the nation's builders, would assure enough amperage to support the heavy duty circuits needed for air conditioning, electric ranges, room coolers, dryers, home freezers and power tools.

Major provisions of NAHB's voluntary standard follow:

1. Installation of a three-wire 110/220 volt "drop" from the pole to the service entrance head. (Across the country this is practically 100 per cent the responsibility of the power company.)

2. Installation of three-wire #2 service entrance cable or 1¼-inch conduit containing three #2 wires from the service entrance head to the meter and service entrance panel (fuse box or circuit breaker box).

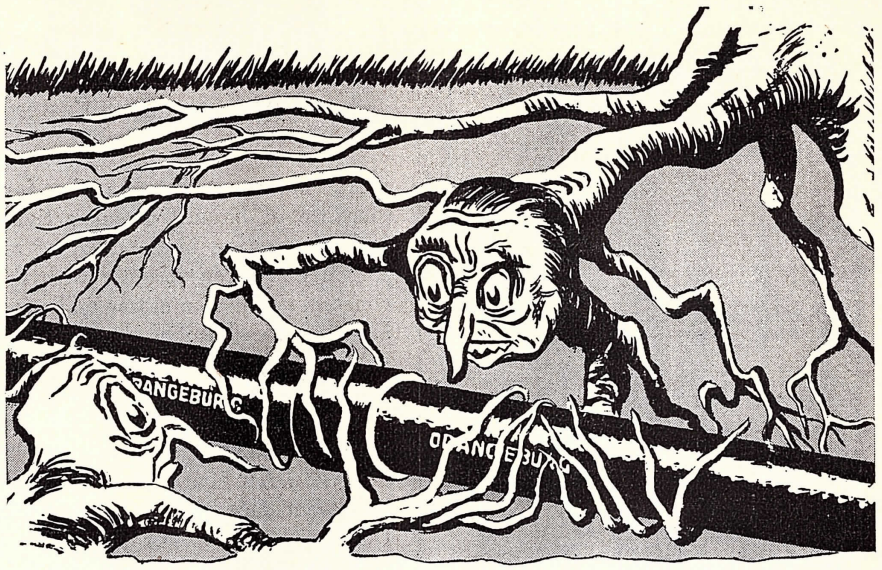
3. The service entrance panel should provide circuit breakers or fuses for at least eight circuits (preferably 10 or 12), and should be so designed that at least two of these circuits may be three wires and equipped with circuit breakers or fuses of up to 50 ampere capacity.

4. When the service entrance panel is installed so that using its spare circuits later on may require remodeling, the builder should provide two "dead" three-wire #6 cables or two empty one-inch conduits (rigid or flexible). One or both would go to an accessible location in the attic or below the first floor.

In the case of slab construction, one of these conduits should go to the attic and one to the equipment wall in the kitchen. If beam and plank ceiling is involved, both conduits can go to equipment walls in the kitchen or elsewhere.

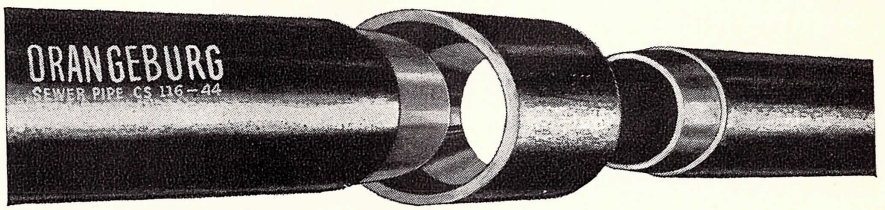
5. If there is an attached garage, one "dead" three-wire #12 cable or empty one-inch conduit (rigid or flexible) should be run from the

(*Continued on page* 184)



ORANGEBURG®

THE ROOT-PROOF PIPE



MORE AND MORE BUILDERS AND HOME BUYERS DEMAND ITS MANY, MONEY SAVING ADVANTAGES

When you specify or install Orangeburg Root-Proof Pipe and Fittings, your client gets a pipeline sure to deliver uninterrupted service.

Here are the reasons why the Orangeburg *name* is the mark of quality—quality you can always depend on.

ORANGEBURG PIPE AND FITTINGS—with *self sealing* Taperweld® Joints — keep roots from entering anywhere along the entire pipeline. Strong, tough, resilient Orangeburg resists corrosive ground waters, traffic tremors, earth deflections, temperature variations. Light weight 8-foot lengths and fewer joints speed assembly and cut costs of handling and laying.

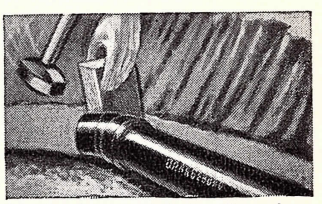
ORANGEBURG ROOT-PROOF PIPE is America's most wanted pipe for . . . House-to-sewer (or septic tank) connections, Downspout and Storm Drain lines, other non-pressure outside uses.

Orangeburg *Perforated* Pipe is widely used for . . . septic tank disposal fields, foundation footing drains—also the draining of wet spots in lawns, drive-in theaters, athletic fields, parking lots, airports.

BE SURE TO GET GENUINE ORANGEBURG.
LOOK FOR THE TRADE MARK ON THE PIPE.

Informative catalog 306 on request.
Write Dept. AB74.

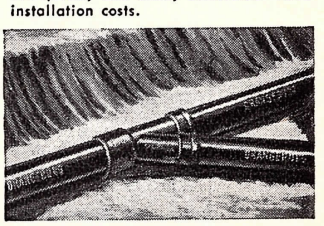
ORANGEBURG MANUFACTURING CO., Inc., ORANGEBURG, N.Y.
West Coast Plant: Newark, California



⅛ Bend connected to Orangeburg Pipe making a 45° turn. The famous Orangeburg Taperweld Joints are leak-proof and root-proof.

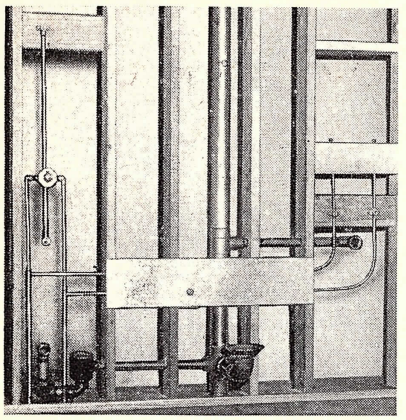


¼ Bend connected to this down-spout forms a 90° turn. Orangeburg Fittings are quickly and easily connected—save installation costs.



Wye Fitting showing a branch connection. Orangeburg Fittings have the same high quality as Orangeburg Pipe.

ATTENTION
Home Builders!



Economy Package Bath Is Big Money Saver

Includes 3-pc. bath set (lavatory, toilet, and tub with shower fix.) ready to connect; medicine cabinet; built-in soap holder; paper holder; towel bars. Pre-assembled wall partition (as shown) includes studding, all piping in place and tested, ready to erect into position within minutes to receive finish wall. Partitions sized to fit your needs. All water piping in copper. Complete with 3" copper or 4" steel soil stack. MADE TO REQUIREMENTS OF YOUR CODE. Write for complete money saving details. The Silvis Co., Sheboygan, Wis.

NRLDA approves closer tie with Research Council

An important step in the furtherance of lumber dealer activity and cooperation in the field of research was taken recently with the consummation of a closer affiliation between the Lumber Dealers Research Council and the National Retail Lumber Dealers Association.

The action, proposed by the Research Council, was approved by the NRLDA's board of directors at its recent meeting in Washington, D. C.

Founded in 1949, the Council is an organization of 300 dealers who have supported research in housing by voluntary contributions. One of the research grants resulted in the Lu-Re-Co panel system for framing houses of almost any design. This development was based on a study of wall panelization by the Small Homes Council of the University of Illinois.

Association of the Research Council with NRLDA was desired to give continuancy to the research program and to provide a central office for the Council's activities, said Clarence A. Thompson of Champaign, Ill., chairman of the Council's executive committee.

NAHB Standard

(*Continued from page* 183)

panel to an accessible location in the garage. This would provide for the use of power tools, home freezer or laundry equipment in the garage.

In the past, failure of government lending agencies to place the proper appraisal value on home wiring that exceeds minimum standards has been a barrier to getting electrical adequacy into much of the new housing. However, FHA and VA local offices in two test cities, Detroit and Los Angeles, have agreed to establish valuation increases to cover the added cost of the voluntary standard.

NAHB also is working with FHA and VA Washington officials to obtain letters of general instruction to the respective field offices concerning the inclusion as "value" of the additional cost.

SLASH LIGHTING COSTS with FREE SUN LIGHT



get CHEM-O-GLAS facts

IT MAY PAY YOU WELL to get full details on economies now possible through use of these shatterproof, translucent, chemical-glass sheets.

Only one of its type L.A. Code Approved as "Flame resistant." Colorful. Colorfast. Fadeproof. Maintenance-free. No paint needed—ever. Precision-molded under 400,000 lbs. to give greater strength of 26,000 psi, and absolute uniformity throughout. 5 colors in flat, or exclusive RIBBED shape so easy to install without costly special moldings. Small ⅞" rib overlap saves up to 5c per sq. ft. Get facts!

"Tomorrow's Product"—available today. For complete facts, prices, free "Idea Folder" or name of nearest dealer, tear out coupon, now. Mail when convenient.

FLAT CHEM-O-GLAS ENDS BREAKAGE

Use as replacement for standard glass.

NEWEST USE: To replace glass in Jalousie or Louver Windows. "Lets light in; keeps sight out." 5 colors.

(Dealers: write for franchise details.)

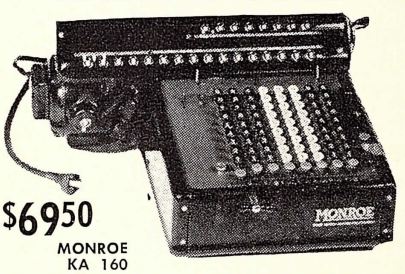
CHEMOLD COMPANY, Dept. AB-7
2000 Colorado Ave.
Santa Monica, Calif.

RUSH ME: ☐Chem-O-Glas "Idea Folder." ☐ Name of nearest dealer. ☐ Dealer franchise data.

Name.....
Company.....
Address.....
City.....State.....

SEND NOW

GREAT SAVINGS on MONROE Electric CALCULATORS



$69.50
MONROE KA 160

An inexpensive factory reconditioned machine for easy estimating, checking lumber and supply bills. Figures payrolls, percentages, discounts, taxes, costs, etc. Adds, subtracts, multiplies and divides.

Marchant, Friden and Monroe CALCULATORS (hand & electric models)
WRITE FOR SPECIAL LOW PRICES.

BARGAINS in New and Reconditioned ADDING MACHINES

BURROUGHS Hand Adding Machine $39.50

Write for complete information on all machines.

"The Supermarket for Figuring Machines"

AAA ADDING MACHINE CO. Dept. AB-2

582 7th Ave. (Times Sq.) N.Y.C. 36 LO 5-6983

10 day money back guarantee on all machines

Increase your know-how

with these practical books covering all phases *LIGHT CONSTRUCTION*

ESTIMATING

2. SIMPLIFIED CARPENTRY ESTIMATING*

By J. W. Wilson and C. M. Rogers

Everything needed to take-off a bill of materials from a set of plans and specifications for a frame house. Many helpful tables and short cuts that simplify the work. $3.75

3. BUILDING ESTIMATOR'S REFERENCE BOOK VEST POCKET ESTIMATOR

By Frank R. Walker

Two companion books containing latest estimating and cost data on everything that goes into a house. Most complete available. $12.00

4. CONTRACTOR'S MATERIAL LIST

A 10-column take-off form for complete listing of materials and labor costs. $1.00

5. SPECIFICATIONS

Full set of detailed house specifications (and item index) with spaces for inserting pertinent descriptive data. $.50

BRICKWORK & MASONRY

6. ART OF BRICKLAYING

By J. E. Ray

Basic bricklaying job instruction. Many illustrations, glossary, special scaffolding and cement block chapters. $4.00

7. MASONRY SIMPLIFIED VOL. I
(Tools-Materials-Practice)

8. MASONRY SIMPLIFIED VOL. II
(Practical Construction)

By Dalzell and Townsend

Practical masonry procedures in the various phases of construction from concrete forms to fireplaces and septic tanks. Includes discussions of new products such as glass blocks, waterproofing mixtures and insulating blocks. Each vol. $5.00; $10.00 for both.

HEATING & PLUMBING

9. HEATING, COOLING AND AIR CONDITIONING HANDBOOK

Handy reference manual and practical instruction book. 706 pages; 351 illustrations. $4.00

10. HOW TO DESIGN AND INSTALL PLUMBING

By A. J. Matthias, Jr.

Every step in the design and installation of the plumbing system to fulfill blueprint requirements and specifications. $3.95

ELECTRIC WIRING

11. INTERIOR ELECTRIC WIRING AND ESTIMATING

By Uhl, Nelson & Dunlap

How-to-do-it book of wiring and estimating. $3.95

12. WESTINGHOUSE HOME WIRING HANDBOOK

By A. C. Bredahl

Guide for planning wiring of moderate-priced homes. With emphasis on safety, effectiveness and efficiency. $1.00

1. RICHEY'S REFERENCE HANDBOOK*

By H. G. Richey

For construction engineers, architects and builders. Here, in one handy volume, is a whole library of information covering all the building trades. Twenty-three chapters, over 400 tables, 544 drawings and a 20-page index. A completely new kind of handbook stressing actual building practice and what-to-use and how-to-do-it instructions. An *American Builder* publication sold on a ten-day inspection privilege (see coupon).

1600 pages—$9.95

PLAN BOOKS

13. HOMES FOR LIVING*

By Samuel Paul, Architect

While designed for prospective homeowners in the "dreaming" stage, builders find this book useful as a source of ideas and suggestions to customers. Sketches and detailed floor plans for 80 houses in a wide variety of popular styles, divided into three general price brackets according to family income. Complete plans and specifications for these houses are also available. $3.95

14. SUNSET WESTERN RANCH HOUSES

Authoritative book on the California ranch house, with thorough pictorial descriptions, ground floor and site drawings. $3.00

15. DUPLEX AND APARTMENT HOUSES

By J. W. Lindstrom

Floor plan sketches and brief descriptions of 35 duplexes, 11 four-apartment buildings, and five larger ones ranging from six to twelve apartments. $1.50

CARPENTRY & BUILDING

16. HOUSE CONSTRUCTION DETAILS*

By Nelson L. Burbank

Exact working guide for every detail of house construction from foundation to finish. Tells dimensions, materials, processes and step-by-step working methods. $4.95

17. HOUSE CARPENTRY AND JOINERY*

By Nelson L. Burbank

Every step in carpentry in and around the house, clearly explained and illustrated. Covers every job from foundation to interior trim. $4.75

18. HOME BUILDING AND REPAIR SHORT CUTS*

By E. W. Shimmons

Almost 200 pages of short cuts, "kinks" etc. from the *American Builder* which you probably meant to clip but didn't. Illustrated and cross-indexed. $4.50

19. FUNDAMENTALS OF CARPENTRY

By W. E. Durbahn

Complete house carpentry in two volumes. An outstanding value. $7.50

20. THE STEEL SQUARE

By Gilbert Townsend

Instructions in fundamentals plus step-by-step house construction problems solved by proper steel square use. $2.25

21. STAIR BUILDING

By Gilbert Townsend

Fully-illustrated explanation of every problem in design and construction of stairs. $2.50

MISCELLANEOUS

22. PRACTICAL ACCOUNTING AND COST KEEPING FOR CONTRACTORS

By Frank R. Walker

Complete instructions and examples showing proper methods of keeping time and compiling costs on all classes of construction work. $3.50

23. PAINTING AND DECORATING CRAFTSMAN'S MANUAL

Sponsored by the Painting and Decorating Contractors of America. $2.00

24. ARCHITECTURAL DRAWING FOR THE BUILDING TRADES

By Kenny & McGrail

Practical drawing instruction for builders, contractors, students and draftsmen. Excellent show-how illustrations. $4.00

FREE with orders of $5.00 or more

25. *Modern Methods of Home Heating—J. L. Shank**

Standard heating systems illustrated with 17 floor plans with heating outlets. 40 photos of equipment and installations; 25 boiler and piping diagrams; 11 heat loss calculating tables. $.50

***Starred books are our publications sold with 10-day inspection privilege with full refund.**

AMERICAN BUILDER BOOK SERVICE, 30 Church St., New York 7, N. Y.

Send books indicated by circled numerals. I enclose $....., including 10¢ per book postage.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Name .....

Address .....

Town, Zone, State .....

AB 7-54

ADVERTISERS IN THIS ISSUE

AAA Adding Machine 184
Admiral Corporation 110, 111
Airtemp Division, Chrysler Corporation 135
Alsynite Company of America 96
American Builder 20, 21, 185
American Floor Surfacing Machine Co., The .. 146
American Kitchens Division
AVCO Manufacturing Corp. 59
American Radiator & Standard Sanitary Corp.,
(Plumbing & Radiator Heating Division) .. 139
American Steel & Wire Division,
United States Steel Corporation 35
American Telephone & Telegraph Co. 107
Andersen Corporation 88, 89, 114, 115
Angier Corp. 124
Armstrong Cork Company 151
Associated Manufacturers of Lathing
and Plastering Materials 152, 153
Atlas Electric Products Co. 126
Atlas Plywood Corporation 143
AVCO Manufacturing Corp.,
American Kitchens Division 59

Bessler Disappearing Stairway Co., The 55
Borg-Warner Corporation,
Ingersoll Products Div. 47
Bostitch 125
Briggs Manufacturing Company 131
Brown Company 30
Brown & Co., Inc. Geo. C. 142
Bryant Heater Division 31

Cabot, Inc., Samuel 170
Carlson & Sullivan, Inc. 127
Case & Son Mfg. Co., W. A. 18
Ceco Steel Products Corporation 100, 101
Chase Brass & Copper Co. 44
Chelsea Fan & Blower Co., Inc. 122
Chemold Company 184
Chicago Tribune 180
Clipper Manufacturing Co. 2
Cloud Oak Flooring Company 63
Coleman Company, Inc., The 14, 15
Congoleum Nairn Inc. 67
Continental Screen Company,
Wabash Screen Door Co. 33, 34
Crossett Lumber Company 24
Curtis Companies Service Bureau 121

Delco Appliance Division,
General Motors Corp. 4
Detroit Steel Products Co. 9
Dexter Lock Company,
A Subsidiary of National Brass Company ... 144
Dodge Corporation, F. W. 169
Douglas Fir Plywood Association ..... Cover 3
Dunn Mfg. Co., W. E. 126

Eljer Co. 36
Engineered Products Co. 178

Fir Door Institute 154
Fleet of America, Inc. 64, 65
Follansbee Steel Corporation 138
Ford Division, Ford Motor Company 119

Gates & Sons, Inc. 176
General Electric Company 90, 91
General Motors Coorp.,
Delco Appliance Division 4
Grand Haven Stamped Products Co. 136

Hall-Mack Company 29
Hassall Inc., John 172
Heatilator Inc. 24
Higgins Inc. 158
Hollaender Manufacturing Co. 175
Homasote Company 148
Homelite Corporation 167
Hotpoint Co. 12
Howell Manufacturing Co., Inc. 181
Hubbell Mfg. Co., H. L. 164

Infra Insulation, Inc. 117
Ingersoll Products Division,
Borg-Warner Corporation 47
Iron Fireman Manufacturing Co.,
SelecTemp Division 171
Ives Co., H. B. 127

Jaeger Machine Company, The 182
Johns-Manville 177

Kaiser Aluminum & Chemical Sales, Inc. 157
Keasbey & Mattison Company 62
Kelleher Company, The 61
Kentile, Inc. 168
Keystone Steel & Wire Company 104, 105
Kota Products, Inc. 174
Kwikset Sales & Service Company 1

Larsen Products Corp. 172
Lau Blower Co. 106

McKee Door Company 22
Macklanburg-Duncan Co. 140, 141
Majestic Co., Inc., The 164
Malta Manufacturing Company 43
Manufactured Homes, Inc. 159
Masonite Corporation 137
Master Vibrator Company 41
Mastic Tile Corporation of America 57
Midget Louver Company 178
Mosaic Tile Company, The 133
Muller Machinery Company, Inc. 55

Mullins Manufacturing Corporation 123
Muncie Gear Works 58

National Association of Home Builders 20, 21
National Brass Company
Dexter Lock Company 144
National Electrical Manufacturers
Association 32, 45
National Homes Corporation 42
National Lock Company 163
National Manufacturing Company ..... Cover 4
New Castle Products 134
Nicholls Manufacturing Co. 174
Nichols Wire & Aluminum Co. 60
NuTone Inc. ..... Cover 2

Ohio Foundry & Manufacturing Co. 174
Olympic Stained Products Co. 147
Orangeburg Manufactuirng Co. 183
Oregon Lumber Company 8
Owens-Illinois Glass Company,
Kimble Glass Company Subsidiary 130

Ponderosa Pine Woodwork 98, 99
Porter-Cable Machine Co. 56
Portland Cement Association 28
Precision Parts Corporation 156

Raynor Manufacturing Company 166
Red Cedar Shingle Bureau 46
Reflectal Corporation 179
Remington Arms Company, Inc. 161
Republic Steel Corporation,
Truscon Steel Division 97
Revco, Inc. 175
Reynolds Metals Company 165
Rowe Manufacturing Company 87
R.O.W. Sales Company 16, 17

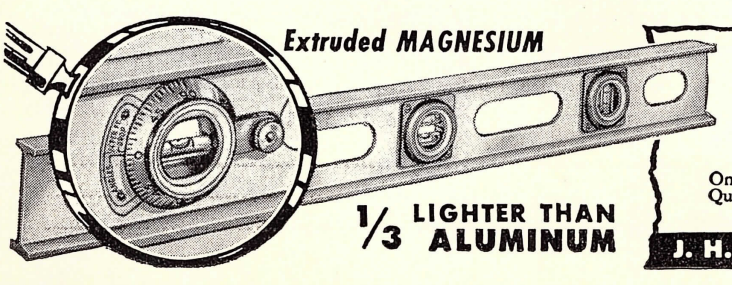
Saint Paul Corrugating Co. 136
Sargent & Co. 109
Saturday Evening Post, The 6
Scharf Mfg. Co., J. H. 186
Scott & Sons Co., O. M. 108
SelecTemp Division,
Iron Fireman Manufacturing Co. 171
Silvis Co. 184
Simplex Level Co., Inc. 127
Solvay Process Division 120
Sonoco Products Company 112
Steelcraft Manufacturing Company, The 149
Steel Scaffolding Company, Inc., The 182
Sterling Hardware Mfg. Co. 55
Structural Clay Products Institute 155
Symons Clamp & Manufacturing Company 108

Thomason Plywood Corporation 30
Thyer Manufacturing Corp., The 10
Tradewind Motorfans, Inc. 32
Truscon Steel Division,
Republic Steel Corporation 97

United States Gypsum Co. 173
United States Plywood Corporation 48, 49
United States Steel Corporation,
American Steel & Wire Div. 35
United Steel Fabricators, Inc. 162
Upson Company, The 129

Wabash Screen Door Company,
Continental Screen Company 33, 34
Wallace Co., William, Metal Bestos Division .. 26
Weatherbest Corporation 28
Weatherproof Products Corp. 147
Western Pine Association 26
White Company, David 132
Williamson Heater Company, The 160

Zegers Inc. 150



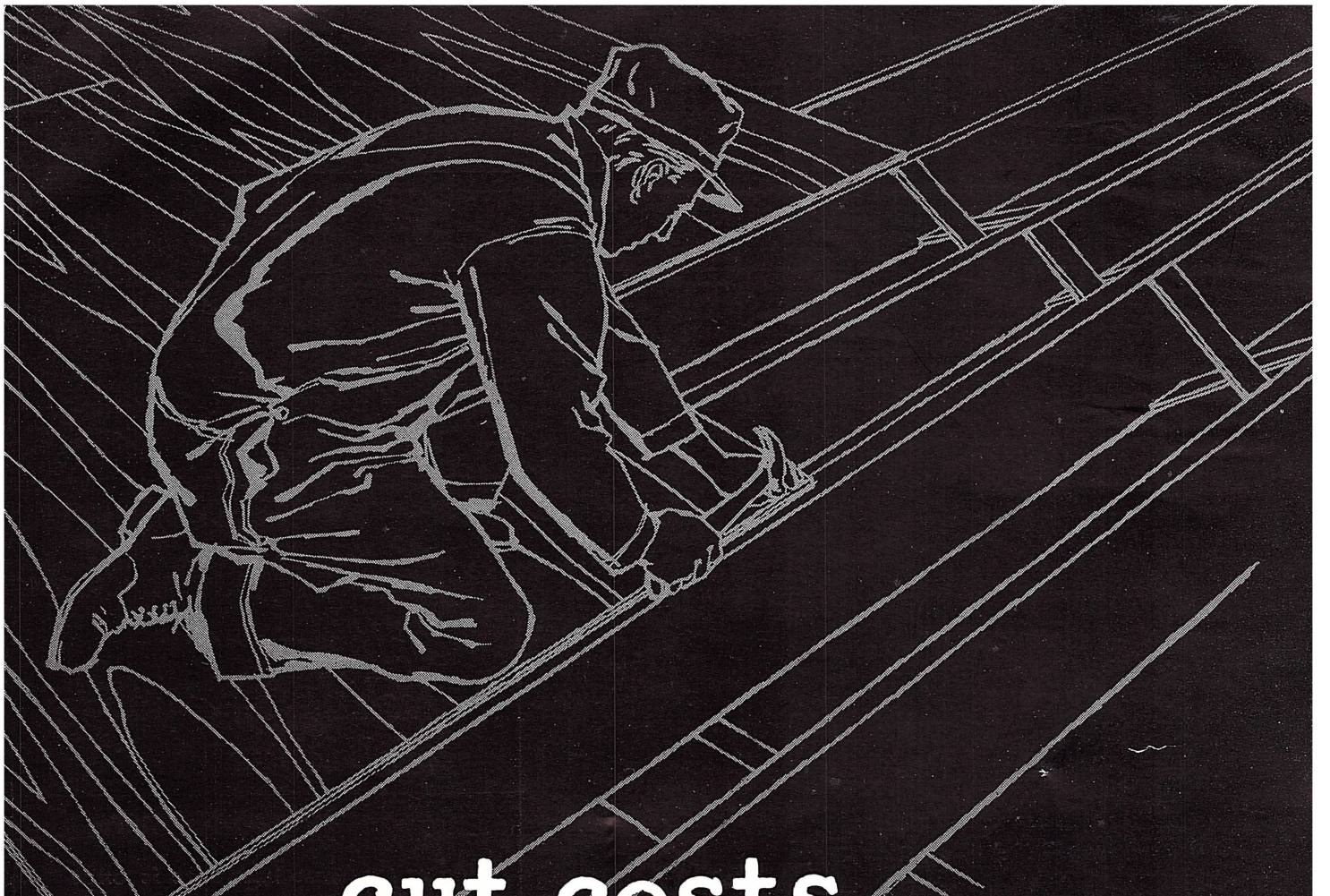
Scharf PROTRACTOR LEVELS

Eliminate "GUESSING" at Difficult Angles

One simple turn of dial gives you angle or drop-per-foot wanted . . . Quickly, easily, accurately. Replaceable vial units.

If your dealer can't supply you, Write Dept. A-5

J. H. SCHARF MFG. CO. • OMAHA, NEBRASKA



cut costs with Fir Plywood

EXAMPLE: Dawn Construction Co., Knoxville, Tenn. saves from $120 to $200 per home, using fir plywood for wall and roof sheathing, subflooring, paneling, built-ins and exterior trim.

REASON: time and labor savings more than offset slight extra initial fir plywood cost, result in *lower in-place* cost.

PLUS FACTOR: superiority of fir plywood construction offers convincing sales-story to prospective buyers.

ON YOUR NEXT JOB, figure it *both* ways—fir plywood vs. lumber or other material. Add up the costs—material, labor, waste, nails and overhead. See how fir plywood gives you a clear cut advantage when it comes to cost-in-place as well as performance and durability.

EXT-DFPA®

INTERIOR-TYPE PLYSCORD GRADE FIR PLYWOOD

INTERIOR-TYPE PLYPANEL GRADE FIR PLYWOOD

Your reputation's on the line with every home you build. Play it safe. Specify only DFPA grade-trademarked fir plywood. "EXT-DFPA" for outdoor use, PlyPanel for interior finish, PlyScord for structural use. Other grades for other jobs.

® Douglas Fir Plywood Association, Tacoma 2, Washington

AND REMEMBER—
FIR PLYWOOD BUILT-INS ARE
A DEFINITE SALES-FEATURE
IN ANY HOME YOU BUILD

Build for a permanent future



National BUILDERS' HARDWARE

helps create the feeling of a job well done

After this fine hardware is once installed there is the assurance that further adjustments or replacements are seldom necessary.

Smooth, friction-free working coordination is the secret of the unusually long service life which distinguishes National Hardware from the commonplace. The basic designs of the hardware are smart and modern—befitting contemporary building construction.

Attractive, protective finishes add extra years of wear.

A big favorite for over 50 years

National MANUFACTURING COMPANY Sterling, Illinois